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"Home Electric"
Number

Electrical Merchandising

The Monthly Magazine of the Electrical Trade



THE finishing touch to the modern home is a wiring installation that anticipates every household need for convenience and utility. G-E Tumbler Switches and G-E "Standard" Twin Receptacles are leading items in the line of 3,000 G-E Reliable Wiring Devices to meet every wiring need.

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THE GREAT THINGS OF LIFE—AMBITION

This advertisement is a reproduction of the Edison MAZDA Lamp advertisement in the Saturday Evening Post of April 2nd. Its subject is "The Great Things in Life—Ambition" and is third in this series that will run throughout the year. The next advertisement covers the subject of "Health," and will appear in the April 30th issue of the same publication.



Ambition means vision and vision means light

IN office and workshop men spend their lives; and for what? For power? For gold? These are poor rewards. They toil for the faith in women's eyes, and for dreams of the future of boys and girls.

Surely the temples of toil deserve the best. Good air; good surroundings; Edison MAZDA Lamps. For one must see clearly if one would see far: ambition means vision and vision means light.

Authorities have estimated that if the workman at his bench saves even three minutes a day, as a result of better lighting, then the better lighting pays for itself and shows a profit. If this be true, for the man at the bench, how much more true for the man at the desk.

The engineers of the Edison Lamp Works have prepared a series of unusual studies in proper lighting for offices, workshops and homes. These are for your service: let us know along what line your interest lies and we will send you the booklet that will help you most.

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MAZDA LAMPS



EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY



Electrical Merchandising

The Monthly Magazine of the Electrical Trade

Associate Editor, STANLEY A. DENNIS
Editorial Staff
LIDDA KAY, H. S. KNOWLTON

O. H. CALDWELL
Editor

Contributing Editors
F. B. RAE, JR., E. E. WHITEHORNE
ROBERT SIBLEY, NORMAN MACBETH

"Two Million to Inspect 200 Homes Electric"

"Home Electric" Issue
March, 1921

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—A Bogey for the Electrical Industry in 1921

THIS is ELECTRICAL MERCHANDISING's Home Electric Number. It tells in detail the why and the how of a big idea—a master business development plan for the electrical industry in 1921—a plan that ties together the electrical industry and many other lines of business, especially the great real estate interests, in the common purpose of getting houses built, getting them electrically equipped, and then selling them to the public.

It means more than simply getting a builder or owner to make a model electrical home installation. It means equipping a Home Electric *complete*, with wiring, outlets (there are 125 outlets in the new Home Electric in Cleveland), appliances, furniture, etc., and then *throwing it open for the inspection of the public for a period of two weeks to three months.*



THE stories of successful experience with Home Electric campaigns in San Francisco, Sacramento, Oakland, Los Angeles, and Cleveland, Ohio, are told in detail in the following pages. Not only is this issue a handbook on organization methods and selling plans for a Home Electric campaign, but, going a step further, the editors of ELECTRICAL MERCHANDISING have compiled some practical suggestions on the actual equipment of the electrical home itself. And, making a departure in publishing practice, they have placed these editorial suggestions *following the usual text pages* in such a way that with each division of the Home Electric there are appropriately grouped the offerings of the manufacturers of those lines.

Thus, first, the editors have presented a model electrical layout for a dining-room, and have listed all the appliances which might be used in such a room. Then follow advertisements of table appliances, and other electrical articles for the dining room. The same arrangement has been followed for the other rooms of the house, including the bedrooms, laundry, kitchen, etc. This arrangement was determined upon because we believe it to be a convenience to our readers who are planning Homes Electric to have conveniently at hand announcements of the various devices available, as they proceed with the planning, room by room. The arrangement itself was suggested as the result of actual experience by the editors while working out plans for a Home Electric with a real estate concern, in order to get first-hand knowledge of the subject of this issue.

Two hundred "Homes Electric" should be set up for public inspection in American cities in 1921.

Start a Home Electric campaign in your town. Help the electrical industry as a whole set and reach the bogey of "Two Million People to Inspect America's Electrical Homes in 1921!"

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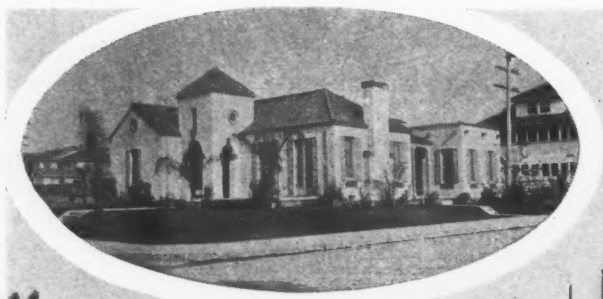
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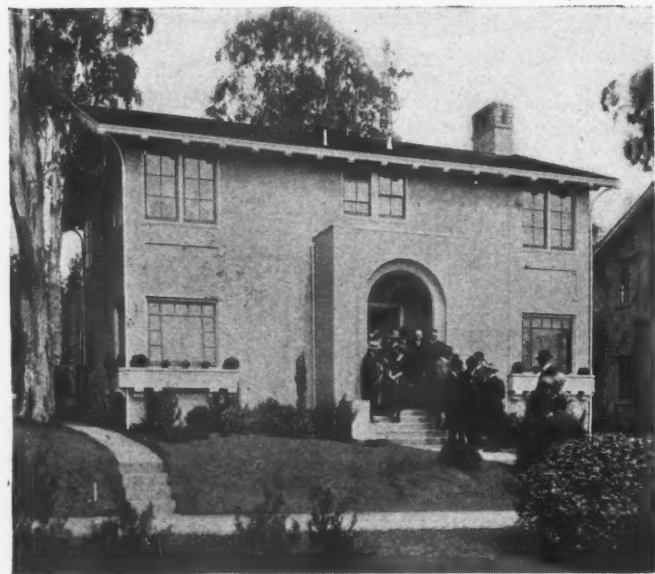
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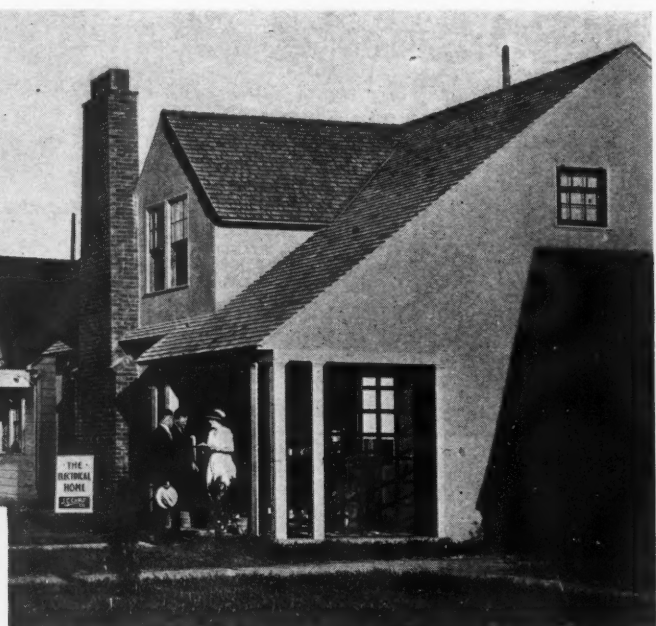
California Starts with Five Electrical Homes



In sixteen days, 19,000 people inspected the first electrical home in Los Angeles, shown in the oval.



In sixteen days, 20,000 people visited the electrical home in San Francisco. For plans, see page 126.



In Sacramento, the local building company had to rewire ten houses it had recently sold in this one row after the ten purchasers had seen the home electric. The company then embarked on a program of 300 fully wired homes.



In twenty-five days, 75,000 people inspected the Los Angeles adobe electrical home. On the last day alone, 6,900 people inspected the entire home. See pages 130 and 131 for interior views of this house.



After the demonstration of this home electric in Oakland last September the builders of more than 150 houses altered

their plans to conform to the complete wiring of the demonstrated home, wisely saving themselves the job later on.

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

With which is incorporated ELECTRICAL MERCHANDISE

Volume 25

March, 1921

Number 3

America's Challenge to the Electrical Industry

SUPPOSE that as one lone man you were given authority to represent the entire electrical industry of America. Suppose your gentle slumber were disturbed at sunrise some fine spring morning by the tumultuous footfalls of several million average American citizens tramping up the street to your home. Suppose countless fists hammered and splintered your door. Suppose you caught the aim of a million leveled eyes and felt the set of a million determined jaws. Suppose these victims of a shortage of 1,250,000 houses and apartments in America thundered at you, "Start building us homes now. Make them electrical homes now." What would you do? Impossible? For "you" as an individual, yes! For "you" as the electrical industry, NO!

This is *not* a nightmare nor a dream. It is a vision—a master vision and a challenge for electrical America. This vision of the electrical home embodies the most practical, the most timely, and probably the most powerful merchandising idea ever put before the electrical industry. It is a vision to set men's blood running faster, to stir their imagination and minds, to energize will into action so that electrical home campaigns shall spread like fire before the wind.

It is a ringing challenge to the young men of America who steeled their souls to victory in the hurricane of war and who have come back to revitalize the electrical industry and to command it tomorrow. It is a challenge to the older men of the electrical industry whose knowledge and power and faith and wisdom are needed in the industry today as never before.

AMERICA needs these homes desperately. Homeless people make bad laws. Poor shelter and exorbitant rents breed discontent and strife, not to mention other evils spawned forth on mankind by the war. Perhaps five million fathers and mothers and daughters and sons are waiting for these houses which they would make into homes. Waiting—for what? Why, waiting for leadership, the leadership of the business men of America, who can provide facilities for financing the cost of building materials, of money, of credit, and of labor—leadership that will start putting up buildings, that will show what to build electrically and how to build electrically today and tomorrow. Do you get the vision, you electrical men of America?

WHAT shall we do? Accept the leadership now! An electrical home in every city, built now—200 electrical homes in the entire country—will help to make sure that these 1,250,000 new homes shall be electrical from cellar to ridge-pole.

The electrical industry has the courage, the brains, the genius, and the power to take the initiative now, to set flaming on all horizons the slogan, "Build at least 200 electrical homes now. See that 2,000,000 American people inspect these 200 homes during 1921." The electrical industry has such a vital interest in the servicing of the needed 1,250,000 houses that it has the right to take the initiative now.

Therefore, in every town and city with a population of 10,000 or more, let the central station men, electrical manufacturers, jobbers, dealers and contractors sit down now and plan an electrical home campaign. How better can the central stations of America win the good will and support of the public than by helping to eliminate the housing shortage and by demonstrating how electricity can be applied to the many needs of everyday life? When the industry is thus united in each city, call in the real estate men, the bankers, the builders, the architects, the furniture dealers, the plumbers and the newspaper men, and organize an electrical home campaign for that city. The home electrical campaign is a demonstration to a community how to build, wire and equip a house so as to obtain the maximum use of electricity in every room twenty-four hours a day.

BUILD an electrical home, despite present building difficulties. In it for three weeks or a month educate the public how to wire a house and to use electricity twenty-four hours a day. Sell the first home electrical. Build another. Sell it. Do it again. Keep it up. And soon we will make the American people demand electrical homes—electrical homes everywhere.

America's need is our obligation and opportunity. In every city the revival of home building and its attendant benefits to America at large can be brought on by somebody who dares to forge ahead. Only a spark is needed to start things moving. The home electrical campaign applies that spark. Let the electrical industry remember, while it faces this supreme opportunity for leadership, that he who achieves his vision of today is master of tomorrow.

How Does It Come to Pass that Today

"I Want an Electrical Home"

Is the Demand of 150,000 People in California?

Five electrical homes, built for the purpose, have been inspected by more than 150,000 people in California since last June. Every inspecting visitor has gone away eager to brand the "electrical home" idea on the hearts of the other 3,000,000 people in the state. Why? Because a united electrical industry has found a common-sense way to persuade the public to use electricity twenty-four hours a day, to make electrical the homes that must be built. Hats off to California's electrical industry!

By ROBERT SIBLEY

Pacific Coast Editor "Electrical Merchandising"
Editor "Journal of Electricity and Western Industry"

AMONG the achievements of the electrical industry in the West during 1920, the California Electrical Home Campaign stands out pre-eminent. Not only has it proved to be a most effective and far-reaching medium of publicity for educating the public electrically but it has accomplished great things within the industry itself through its strengthening of the co-operative spirit.

Every branch of the industry is taking part in this campaign, and the common work and common interest have greatly emphasized the fact that the good of one branch is the good of all. The convenience outlet idea, which is only another name for the electrical home idea, has become the keynote of the electrical education of the public, and power company, manufacturer, jobber and contractor-dealer alike are coming to regard it as a fundamental in the development of new business.

More than 150,000 visitors to five electrical homes have gone out to "sell" the electrical home idea to the other 3,000,000 people in the state. Why? Because a united electrical industry has found a common-sense

way to educate the public to use electricity twenty-four hours a day, to demand when a new home is built that it be an electrical home. The good word is, "I want an electrical home."

Five Electrical Homes in Less Than Seven Months

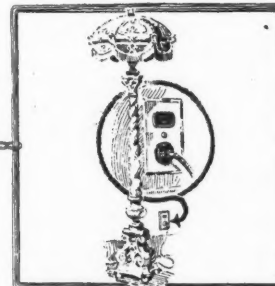
During the latter half of 1920 four model electrical homes were opened in California, each in a different city, and a fifth home was opened in January, 1921. The first, the San Francisco home, was open for inspection from June 11 to June 27 and during that time it was visited by 20,000 people. The Sacramento home, the next to open, was visited by 10,000 people between Aug. 1 and 15; the Oakland home, open from Aug. 26 to Sept. 12, had 30,000 visitors, and the Los Angeles home, open from Nov. 12 to 28, 1920. The new adobe electrical home was open in Los Angeles from Jan. 20, 1921, to Feb. 13, and was visited by 75,000 people within that time.

One hundred and fifty-four thousand people in one state were thus introduced to the conveniences

of electricity, the necessity for good wiring and sufficient convenience outlets and the labor-saving possibilities of the electrical household appliances—one hundred and fifty-four thousand better customers for the power company, the manufacturer, the jobber, the contractor, and the retail dealer.

Here is the equipment of the first Los Angeles home:

Living Room	Dining Room
Electric piano	Coffee urn
Table lamp	Toaster
Stand lamp	Grill
Portable heater	Samovar
	Quadruple table receptacle
Den	Vacuum cleaner
Electric phonograph	Kitchen
Reading lamp	Electric range
Desk lamp	Dish washer
Portable heater	Buffering motor
Vacuum cleaner	Oscillating fan
Front Bedroom	Breakfast Room
Reading lamp	Toaster
Hair drier	Percolator
Warming pad	Waffle iron
Hallway	Portable heater
Portable telephone	Quadruple table receptacle
Bathroom	Laundry
Portable heater	Ironing machine
Curling iron	Clothes washer
Immersion heater	6-lb. electric iron
Rear Bedroom	Circulating water heater
3-lb. electric iron	Garage
Electric sewing machine	Storage battery
Hot water cup	Rectifier
Curling iron	Portable extension cord
Vibrator	
Boudoir lamp	



"Of what service value are waterfalls and generating plants unless they are linked up—connected—with homes and the many needs of people who live in homes?" asks

California. "None," she answers, and at once proceeds to build electrical homes equipped with scores of standard outlets so that at the light touch of a woman's fingers

all the power hidden within the "white coal" of the mountains shall instantly serve her domestic needs. This movement should spread to every state in the Union.

In each case the expenses of the exhibit were borne by the electrical interests of the district, in co-operation with the firm which built the home. The current was furnished without charge by the power company, the appliances were loaned and installed without charge by the jobbers and manufacturers who also provided demonstrators; local music companies furnished electric vic-

trolas and pianos at their own expense, and so on. The advertising was carried partly by the real estate concern and partly by the electrical interests, usually in the ratio of two to one. The list on page 116 of equipment in the first Los Angeles home gives some idea of the completeness with which these buildings were outfitted.

The class of outlets included in the wiring of the different homes is indicated in the tabulation shown at the bottom of this page.

Total outlets and wiring expenses for the four homes were approximately as follows:

	No. of Outlets	Cost of Wiring
San Francisco.....	110	\$1,250
Sacramento.....	84	450
Oakland.....	109	1,200
Los Angeles (first home)...	83	750

Co-operative Advertising

The advertising was both varied and extensive. It consisted of newspaper advertisements, billboards, window cards, street car cards, special folders and special invitations. Electric signs and special street lighting were also used. Co-operative advertising pages were run in the newspapers and the electrical dealers and contractors tied in advertising with the electrical home. The power companies, the real estate firm and the

furniture and music companies devoted much or all of their newspaper advertising space to the same subject. For the San Francisco home some 430 column-inches of newspaper advertising appeared, in addition to considerable free publicity. For the first Los Angeles home there were 450 column-inches of paid advertising.

Envelope stuffers were distributed by central stations, dealers, jobbers

boards were used at conspicuous points on the highroads.

The Los Angeles publicity fund segregated its expenses as follows:

Newspaper advertising.....	\$809.90
Printing folders, stuffers, auto signs and posters.....	303.00
Color plates, electrotypes and art work.....	165.88
Street lighting and exterior illumination of home.....	135.54
Miscellaneous.....	138.70

The approximate advertising costs in connection with all four homes were:

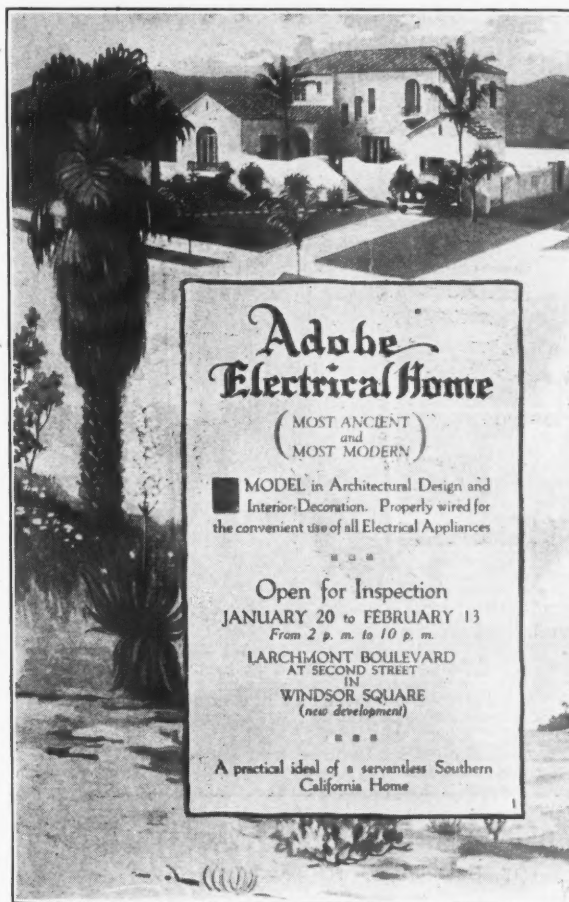
San Francisco.....	\$5,000
Sacramento.....	1,100
Oakland.....	3,300
Los Angeles (first home).....	1,550

Education of the Public

The homes were usually open for inspection from 10 a.m. until 10 p.m. The evening hours were particularly advantageous for demonstrating the illumination features; it is also obvious that many people are at leisure during the evening who cannot visit the home during the day. Among the visitors were many architects, builders and people about to build homes. It was estimated in some localities that the demand for convenience outlets in new houses increased by almost 100 per cent subsequent to these displays. The increased co-operation between the building profession and the electrical industry is of immense advantage in spreading the electrical home idea and in educating the public to the economy of having a new house adequately wired in the first place, rather than incurring the far greater expense of alterations later. One real estate firm also announced its intention of building only electrical homes.

The California Electrical Home Campaign has proved itself an unequaled connecting link between the public and the electrical industry and between the different branches of the electrical industry. It is not to be allowed to lapse during the coming year, for a number of new electrical homes are now under construction and will be handled in the same way.

The concreteness of this form of publicity is bringing the electrical story before the potential customer in the best possible way. It is a genuine educational campaign, and, in addition, the most effective form of co-operative advertising yet devised by the electrical industry.



Thousands of "silent salesmen," in this case an attractive folder in four colors, were used to win the interest of the public in the Los Angeles adobe electrical home. The inner pages of the folder contained floor plans of the house, with all the wiring details indicated. This folder brought literally thousands of people to see the house itself.

WIRING INSTALLATIONS IN FIRST FOUR CALIFORNIA ELECTRICAL HOMES

Class of Outlet	San Francisco	Sacramento	Oakland	Los Angeles*
Ceiling outlets.....	20	11	13	9
Bracket outlets.....	19	18	24	19
Wall receptacles.....	34	26	35	25
Floor receptacles.....	3	1	3	3
1-pole switches.....	21	17	18	10
3-pole switches.....	6	6	8	12
4-pole switches.....	1
Telephone outlets.....	3	2	2	1
Electric range outlets.....	1	1	1	1
Electric range switch.....	1	1	1	1
Electric water heater outlet.....	1	1	1	1
Electric water heater switch.....	1

This tabulation does not include bell wiring, distributing panels or meter outlets.

* This refers to the first Los Angeles electrical home, not to the adobe electrical home opened in Windsor Square, Los Angeles, early in 1921.

She Knows Washing "Only by Machine"

By Valeska Marquard

"WANTED —
Day work
by young girl.
Knows washing
only by machine."

* * *

Strange that the upheavals of age-long habits of civilization are usually brought home to us contemporaneously, only by the merest bit of flotsam—like the above meek petition, for instance, in the "Situations Wanted" column of a New Jersey news sheet. The world does move, but the fathers of the coming generation will know it only when little son drops some such casual question as: "Dad, why did they use to call the place where men met and clubbed together a bar room?"

A "young girl"—a housemaid, apparently, —advertises that she "knows washing only by machine." Well, what of it?

Just this: It means the washing machine has now so well established itself in the American household that, actually, many women going into housekeeping for themselves and many housemaids seeking laundry work are as unfamiliar with the old-fashioned rub-board method of washing



One likes to picture this New Jersey girl who knows washing only by machine.

She is neat, of course, and cool; and good to look at; and methodic and unhurried in her work; and her hands are smooth and white; and her dress is as spotless after the washing as it was before; and her hair doesn't come out of curl or straggle over her ears!

All hail to her—the laundress who knows washing by machine only!

clothes as our grandmothers were of the Stone Age method. They can wash, yes—but their way is new. The entire aspect of laundering has changed.

Consider the "young girl" again. Ten years ago, what harassed housekeeper would find a "young girl" willing to do

by-the-day washing? The profession then was the last resort of broken-down, middle-aged and old women. But a young girl today may well decide that after all the electric washer holds more attractions than a factory position. It has made laundering easy, clean and cheerful—and in some subtle way has added to its dignity and respectability.

One likes to picture this New Jersey girl who knows washing only by machine. She is neat, of course, and cool; and good to look at; and methodical and unhurried in her work; and her hands are smooth and white; and her dress is as spotless after the washing as it was before; and her hair doesn't come out of curl or straggle over her ears!

All hail to her—the laundress who knows washing by machine only!

How the "Home Electric" Campaign Builds Sales for Real Estate Dealers

Los Angeles Adobe Electrical Home Campaign Brought 75,000 Visitors to a New Real Estate Development, Sold a Quarter Million Dollars Worth of Building Lots Within Twenty-five Days, and the Real Estate Company Is Still Cashing In

By TRACY E. SHOULTS

AN electrical home campaign brings together the electrical industry, real estate dealers, architects, builders, furniture dealers, decorators, plumbers, landscape gardeners, newspaper men and many other interests—all concentrating on the effort to build and equip modern electrical homes. Just how such a campaign builds better business for a real estate man is indicated by this article by Mr. Shoults, head of the Tracy E. Shoults Company, subdividers of the Windsor Square development, Los Angeles, in which the adobe electrical home is situated.—THE EDITOR.

FROM the cold analytical standpoint of a real estate sales agency, interested in knowing only whether any form of advertising adopted by its management is producing results, I can say without reservation that the creation of the Los Angeles adobe electrical home and the exhibition of electrical appliances staged therein has been an unqualified success.

The fundamental idea of the architect, S. H. Woodruff, was to develop a style of architecture that would fit the climatic conditions and semi-tropic environment of southern California. In this style the house was built. In our endeavor to make New Windsor Square the most distinctive and artistic tract in the Southwest, we determined to prevent the conglomerate hodgepodge, architecturally speaking, that is usually developed in most real estate subdivisions.

As the building developed and its architectural beauty evidenced itself, the California Electrical Co-operative Campaign, which had previously held in Los Angeles a similar exhibition on a much smaller scale, realized the opportunity to educate the public in the use of the latest electrical appliances designed to minister to the comfort and convenience of homekeeping, and to encourage the building of electrical homes. With an enthusiastic co-operation that is as rare as it is commendable, it staged an educational exhibit that has never been equaled.

Adobe Electrical Home




Is a Marvel of Home Perfection and Is the Result of the Best Effort of the Following Concerns:

- Tracy E. Shoults Co. Subdividers
- Western Construction Co. Builders
- Los Angeles Electrical Dealers Electrical appliances
- Barker Brothers Furnishings, interior decoration
- Beverly Hills Nurseries Spanish gardens
- Harold L. Arnold Edison coaches
- Hammond Lumber Co. Hardwood floors
- Unit System of Heating & Mfg. Co. Heating "The Magic Way"
- Brombacher Iron Works Ornamental iron
- West American Rubber Co. Waterproofing rubber flooring

It is located on Larchmont Boulevard at Second Street. Open for inspection week days 2 to 10 P.M., Sundays 10 A.M. to 10 P.M.

*The Tracy E. Shoults Company:
Larchmont Boulevard
at Third Street
Los Angeles*




Windsor Square

New Development

This is an advertisement of an advertisement. The electrical home was itself a master advertisement for the electrical interests and other business lines, and in turn was itself advertised by full page "ads" in the local newspapers.

Some idea of how a home electric campaign ties up not only the local electrical interests but also business men of other

lines can be gained by a careful reading of this advertisement for the Los Angeles adobe electrical home. This is the kind of initiative, co-operation and co-operative advertising that can start the big job of building the 1,250,000 and more homes needed in America. It can be done—in your city also. See the article "How to Organize an Electrical Home Campaign."

The first fundamental principle in all good advertising is to attract attention, and certainly no better attention-compelling campaign was ever inaugurated and carried to a successful completion. At night the building was flooded on every side with light from powerful floodlights with great reflectors and it was made wonderfully conspicuous. A united campaign of advertising resulted in an attendance of about 75,000 people within about three weeks, 50,000 carefully visiting each room in the home itself. Many of these came from a distance of fully 100 miles. On the last day that the house was open to the public 6,900 people inspected it. The house was open to the public from Jan. 20 to Feb. 13, from 2 p.m. to 10 p.m.

Educational and Sales Values Clearly Manifested

From carefully watching the crowd and listening to the remarks made by the visitors, I have no hesitancy in stating that the women especially were deeply interested and can safely prophesy that that interest will manifest itself in a heavy demand for the electrical devices on exhibition, and in a more intelligent and general use of such appliances.

The attendance was notably of a very high class. People of taste and wealth were very much in evidence and were loud in their expressions of appreciation, not only of the building itself and the semi-tropical environment of shrubs and plants, but of the harmonious color scheme, luxurious furnishings and the manifold electrical appliances.

The quality of those who visited the home is attested by the fact that at one time, out of 150 automobiles parked in front of the building, 101 were estimated to have cost more than \$4,000 each. The owners of this class of car are in a position to purchase what they like and want and their demand will make itself felt in the future.

The direct benefit we derived from this exhibit lay in the fact that of the 50,000 visitors who went through the home, a large majority were made acquainted with the merits of our beautiful tract, were shown over the property and became acquainted with its distinctive and artistic features, and we feel sure that many of those who did not buy will recommend it to those of their friends seeking home sites. In the three

weeks that the adobe electrical home was thrown open to the public our sales aggregated some \$250,000, and there is considerable more in prospect, directly due, I believe, to this educational exhibit and campaign for the building of electrical homes.

Electrical Home Gets Prospects to Inspect Property

There is an old adage: "First catch your hare before you cook it," and in selling real estate it is first necessary to get your prospective customer to visit the property in order to stimulate his interest. In many years of experience in the real estate business I can say, with due conservatism, that I have never seen such a drawing power evidenced by any other method of advertising, and the electrical industry, together with all others concerned, is to be congratulated on the unprecedented success of this novel campaign.

I see no reason why the success that has thus far attended this home electrical campaign in Los Angeles should not be duplicated elsewhere even in greater degree.

Maintenance Service for Houseowners

The National Electric Light and Power Maintenance Association is the name of a new organization, with headquarters at 1309 Diamond Street, Philadelphia, Pa., which has gone somewhat outside of usual business practices in the electrical field.

The purpose, as explained by E. W. Gray, general manager, is to place before the public an insurance on the operation of its electrical apparatus of every description, covering motors, lighting and any and all things electrical. The charge for this is a certain fee, which is collected once a month. The customer is given for this fee an inspection service that keeps his equipment in working order at all times. For factories and industrial plants the so-called "association" has a proposition that lifts a great expense of maintenance from the owner's shoulders. The "association" has also been incorporated with the idea of selling appliances of all kinds to its "members" at a saving.

Eight Things to Do, If You Sell Radio Equipment



1. Learn the elements of radio work from the amateur's viewpoint.

2. See that one salesman learns how radio equipment is used and installed. Make this man a radio specialist. Get him to install a set in his home. Equip his station out of stock, if necessary.

3. Devote a definite space in window display to radio apparatus.

4. Offer to make an "installation survey" of any house or apartment, with a view to tell-

ing the customer what type of station will best suit his location.

5. Give a small receiving set to every high school boy who will sell \$100 worth of radio apparatus.

6. Install a receiving station in the store for demonstration use.

7. Post bulletins of radio messages picked up by the store set.

8. Make up a list of equipment which constitutes the ideal amateur station and help every customer to approach that ideal, one or two units at a time.



When seven "good men and true" (one is missing in the picture) pull up their chairs around a solid oak table and get down to business, something worth while is likely to happen. Excepting M. Luckiesh, who

was too busy developing the necessary wiring plans to come and face the camera, here are the members of the Home Electric Committee of the Cleveland Electrical Development Campaign. Seated around the

table, and getting ready to start on another electrical home, from left to right, are: Lester Corpening, A. C. Smith, Frank Denzel, W. J. Marshall (chairman), R. D. Paxson and George N. Zeiss.

How Cleveland Is "Putting Over" the Electrical Home Idea

Broad-Minded Unselfishness on Everybody's Part, Linked Up with Vision and Initiative and Leadership, Is Behind the Construction of Three Electrical Houses Which Will Sell the Idea to Thousands of Cleveland People

By FRANK B. RAE, Jr.

"WE DIDN'T know what we were up against," is the way "Bill" Marshall began his explanation of how the Electrical League of Cleveland is "putting over" its three homes electric (which with their furnishings and equipment are valued at approximately \$150,000) at the insignificant expense of \$600. The committee in charge started with a \$12,000 appropriation and at one stage of the proceedings was confronted with an expenditure of several times that sum, but in the end it is doing the job on 5 per cent of the available fund. It is our purpose here to explain the complex problem involved and to show how this problem can be met and solved at a small actual outlay of cash.

The Cleveland homes electric, though there are three of them, constitute only one feature of the ambitious program of electrical development which has been undertaken by the Electrical League through the initiative of its presi-

dent, P. B. Zimmerman. The fact that many other activities engage the attention of the electrical men of the city is both an advantage and a disadvantage. It has resulted in the job being done by a relatively small committee which had to supply its own motive power, but on the other hand, it has saved the proposition from becoming a cause for squabbling.

Which is important. To accomplish a work of this sort self-interest must be either submerged or eradicated, or the plan is doomed to failure. If one concern or one interest attempts to "hog" either credit or a money advantage, there is sure to be generated enough ill feeling practically to neutralize the benefits.

In the Cleveland plan effort to eliminate jealousy was begun with the appointment of the committee. W. J. Marshall, formerly prominent in central station work at Toledo and Warren, Ohio, but now sales manager of the Electric Construction & Sales Company of Cleveland,

was made chairman. George Zeiss of the Western Electric Company gave the committee a manufacturer's as well as a jobber's viewpoint. M. Luckiesh, director of applied science at Nela Research Laboratory of the National Lamp Works, injected a blend of the engineering and esthetic. R. D. Paxson of Sterling & Welch, a leading furniture, drapery and household equipment store, contributed the "straight" merchandising point of view. Frank E. Denzel of the Denzel Electric Company is a progressive electrical contractor-dealer and A. C. Smith of the Republic Electric Company is a substantial jobber. Taking it by, wide and sideways, this committee is about as well rounded as one could hope to secure, yet a touch of genius was shown when they appointed upon it Lester Corpening, a representative of the *Cleveland Plain Dealer*. For Corpening gave them the point of view of the public, which is the bird we all extract our sugar from, in the last analysis.

After a great deal of sales effort by the committee, three home-building concerns were successfully interested in the plan. They were persuaded to agree to install in three houses built for resale a complete system of wiring as specified by the committee and they agreed to allow these houses to be furnished throughout, equipped electrically and kept open to public inspection for thirty days.

The first house, now nearing

completion, is being built by the Guarantee Building Company and is located on Norfolk Road, Cleveland Heights, which is one of the popular and proper eastern residence sections of the city. It will represent an investment to the ultimate buyer of approximately \$25,000.

The second house, also already under construction, is being built by the Phil Marquard Real Estate & Building Company at 11312 Lake Avenue, which is in an equally de-

sirable western residence section. It will sell for about \$30,000.

The third electrical home will be more pretentious; it will be constructed this summer, will represent an investment of almost \$75,000, and will be located in the vast Van Swearingen development to the east of the city.

The wiring of all the building is from plans and specifications prepared by the model home committee. These plans are ultra conservative. The builder of the first house expressed serious disappointment that they had not gone farther in their recommendations, stating, "these plans call for only 125 outlets; why, I'd put at least 75 outlets into this house myself." It was pointed out, however—and this is an important sidelight on the Cleveland plan—that the purpose is to show the public a thoroughly practical home electric, and not a "stunt" residence. The committee believes that the whole purpose of the house would be defeated if the public receives the impression that the equipment recommended is either superfluous, impractical or extravagant.

No one, neither the wiring contractor nor any of the firms which supply the electrical appliances exhibited, will be permitted to reap any selfish advantage through these houses. The wiring is being done at cost, and on the front of the unfinished building is a notice to the effect that it is being done by the Residence Wiring Association. Various contractors who hoped to advertise their connection with the job offered money for the privilege of doing this work, but were refused.

Selecting Appliances to Be Exhibited

Similarly, in selecting the appliances to be exhibited, the aim is to prevent any individual or firm from enjoying an advantage. This selection of appliances was a stickler for the committee for a long time. There are some seventy dealers in Cleveland affiliated with the Electrical League, and each of them very naturally wanted to have exhibited as much as possible of the merchandise he sells. It was finally decided to make up a list of items handled by the jobbers of the city and then to select the individual makes of appliances by lot drawing. This plan has obvious disadvantages, but at least it eliminates all ill

Announcing THE Cleveland Electrical Development Campaign

Under The Direction of

ELECTRICAL LEAGUE

Through a broad minded spirit of co-operation, developed and fostered by the Electrical League, the members of the electrical industry in Cleveland have joined together in a constructive movement to extend its usefulness to the community.

To accomplish this aim, The Cleveland Electrical Development Campaign is now being launched, providing an intensive educational program for the improvement of standards of service and business methods within the industry, and for the further enlightenment of the public on the advantages to be derived from the proper use of electricity in the factory, office, store and home.

The following outline of the various activities already scheduled shows the importance and scope of this program.

An Industrial and Commercial Lighting Exhibit

A demonstration of up-to-date methods of illumination will be given at an Industrial and Commercial Lighting Exhibit, to be held over a period of three months, at the Electrical League. The advantages to be derived from proper lighting will be demonstrated and explained to factory executives, superintendents and foremen, and also store and office executives.

Model Electrical Homes

To show the public how electricity can be used to best advantage in the home, three model electrical homes, ranging in value from \$15,000 to \$70,000, will be built in various parts of the city and opened for inspection. These houses will demonstrate the many ways in which electricity can contribute to the attractiveness, comfort and convenience of the modern home.

An Electrical Scholarship Contest for School Students

To stimulate greater interest in electricity among the younger generation, a practical electrical course will be given in one of the daily papers. The course will consist of 30 lessons, at the completion of which an examination will be held. The first prize will be free tuition in Case School of Applied Science for the full term of four years.

Educational Publicity

In addition to advertising featuring the above activities of the Electrical League, educational publicity will be run regularly in the electrical pages of the daily papers, to give the public helpful hints and information on how to buy and use all kinds of electrical equipment for residential, commercial and industrial purposes.

This constructive program has been made possible by the financial support and unselfish co-operation of the following firms representing all branches of the electrical industry in Cleveland: manufacturers, jobbers, contractors, dealers and the lighting company.

A. B. C. Appliance Co.
A. B. Div. Nat. Sewer & Tank Co.
The Adams Co.
Ajan Electric Co.
American Steel & Wire Co.
Apex Electrical Distributing Co.
Art Metal Manufacturing Co.
A. & W. Electric Sign Co.
Berg-Clark Electric Co.
Wm. Bushawski
Brooks-Lite Electric Co.
Brooklyn Co.
Brooklyn Electric Co.
Buchan Electric Co.
Buckley Lamp Div. of G. E. Co.
Carlyon Electric Co.
Central Electric Co.
Chicago Free Manufacturing Co.
Cincinnati Electric Construction Co.
City Electric Co.
Clark Electric Wiring Co.
Cleveland Armature Works Co.
Cleveland Electric Illuminating Co.
Cleveland Electrical Supply Co.
Cleveland Switchboard Co.
Cleveland Washing Machine Co.

Colonial Lamp Div. of G. E. Co.
Continental Electric Co.
Corbett Electric Co.
Crescent Brass & Mfg. Co.
Curtis-Hammer Mfg. Co.
Cuyahoga Power Supplies Co.
Daniel Electric Co.
Danco Light Products Co.
Dangle-Clark Co.
Dane Electric Co.
Domestic Electric Co.
Dunbar Electric Co.
J. J. Dunn
Eagle Electric & Supply Co.
Economy Fan & Mfg. Co.
Edison Electric Appliance Co.
Electric Supply Co.
Electric Neonates Co.
Electrical Distributors Co.
Electric Construction & Sales Co.
Electric Fixture & Appliance Co.
Electrical Manufacturing Co.
Electric Vacuum Cleaner Co., Inc.
Eliott Electric Co.

Enterprise Elec. Const. & Fix. Co.
Euclid Ave. Electric Fixture Co.
Erner Electric Co.
Euclid-Dunn Electric Co.
Facknau, Moore & Co.
Fink Electric Co.
Frankel Light Co.
P. A. Goss Co.
General Electric Co.
Grady Electric Co.
Grant Electric Co.
Hann Electric Sales Co.
Hamilton Co.
Harrington Electric Co.
Hauemann Electric Co.
Hibbard Company
Hiko Electric Co.
Home Electric & Fixture Co.
Home Commutator Co.
Housh Electric Co.
Inches-Regent Works at G.E. Co.
Thos. B. Jamison Co.
Karlson Co.
Kerker Electric Co.
Kinney & Lewis Co.

Lakewood Electric Co.
John C. Lashell
Lansford Electric Mfg. Co.
Light House Co.
Ludwig, Hummel & Co.
Lundmeyer Co.
Malone, G. W.
Marston Electric Co.
McNerney Electric Co.
Merrell-Sharp Electric Co.
Modern Household Sales Co.
Model Electric Co.
Morrison Co.
I. T. Meyer Electric Co.
National Telephone Supply Co.
Newman-Sears Co.
O'Brien, J. V.
O'Neil, E. J.
Olsen Electric Co.
Ohio Electric & Controller Co.
Ohio Motor Washer Co.
Parlier Electric Co.
Perme Electric Co.
Pfeil Electric Co.
Plating & Refinishing Co.

Progressive Fixture & Brass Co.
Raymond Electric Co.
Reliance Electric & Eng. Co.
Republic Electric Co.
Revere Electric Co.
Rogers The Electric Co.
John A. Rushings Sons Co.
Scott-Ullman Co.
Service Electric Co.
Shelby Lamp Div. of G. E. Co.
Silver-Marguerite & Co.
Sterling Lamp Div. of G. E. Co.
Sterling & Walsh Co.
Sutton Lamp Div. of G. E. Co.
Superior Electric Co.
Hiram Thomas
United Elec. Fix. & Supply Co.
Van Alst-Collings Co.
Wallace Engineering Co.
Western Electric Co.
Wentworth Electric & Mfg. Co.
Wentworth Lamp Co.
West Side Electric Co.
Whitmer Electric Co.
Geo. Worthington Co.

Full details concerning any of the above activities can be secured at the Club Rooms of the Electrical League, Top Floor, Hotel Statler

Let everybody stand up and give three cheers and a tiger for Cleveland. Look at this program of the Cleveland Electrical Development League. Eight big, constructive ideas, including the home electric, not dreams for tomorrow, but all now in process

of realization! Isn't that enough to stir all the electrical blood in the country? What would it mean to America, not to mention the electrical industry, if the electrical interests in fifty cities should go and do likewise? Cleveland leads, who dares to follow?

feeling which might result from favoritism, real or fancied.

Further, those who supply the appliances are required to sign an agreement not to take advantage of the fact, nor to mention it in any advertising. The selected appliances are in theory simply "a" washing machine or "a" vacuum cleaner, picked at random and by chance, and not for any merit which the appliances may have. The heavy hand of ostracism will fall upon whoever breaks his pledge in this regard.

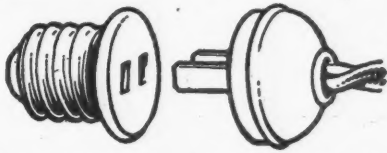
The \$600 Expense

About that \$600 expense—I had almost forgotten it. The \$600 was spent in prizes for essays and suggestions submitted by housewives to the electrical pages of the local newspapers. By offering a modest scattering of prizes through the papers, a very great deal of publicity was secured for the home electric idea. Many columns of boost were given to the plan, many more columns of suggestions were printed. Dealers, housewives, builders, home owners and architects—all were sprayed with this vapor of interest, with the result that all became convinced that the scheme was practical and bound to succeed. Obviously, then, everybody wanted to be affiliated with this successful venture, and those who gazed with fishy eye when the plan was first broached later came hustling around in taxicabs with a kit of burglar's tools to break in on the ground floor. I fancy that it was here that Mr. Corpening of the *Plain Dealer* proved himself of value to the committee. He showed it how to make the plan look successful, which is just one jump ahead of making it actually successful.

The toughest nut to crack in the whole proposition was the securing of the household furnishings and equipment. Furniture and rugs installed in such an exhibit for a period of thirty days inevitably come out "second hand." When some of the furniture stores were approached with a view to getting essential equipment in exchange for the advertising which would accrue they simply laughed at the suggestion. They were willing enough to forego their profit and supply the requisites at cost, but they could not see any further. It remained for the manager of the Starr Piano Company to get the real advertising angle of the proposition.

He has agreed to "go the limit," to

To make every appliance in the Home Electric interchangeable and connectible with every convenience outlet, specify on each device



The Standard Plug with Parallel Blades

use his own phrase, and will supply not alone the complete outfit of furniture, floor coverings, draperies and incidental and ornamental items such as vases and clocks but will even procure the linens and bedding. In return he will have the advantage of directly advertising to the many thousands who visit the model homes, plus the active good will of the entire electrical industry of Cleveland. Most of us believe he has made a profitable deal.

What About Advertising

The fund set aside for the use of the model home committee—less the \$600 already accounted for—will be expended wholly in advertising the houses when completed. In a city as compact as Cleveland \$11,400 is a very tidy appropriation for this work. Wisely expended—and I think

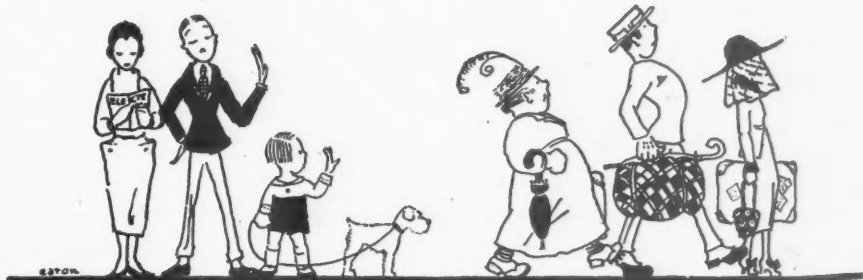
you will agree that this committee can be depended upon to display a little practical wisdom in the money it handles—the sum is sufficient thoroughly to acquaint the newspaper reading public with the purpose, attractions, location and educational value of the display offered. At current rates, the appropriation will buy the equivalent of thirty-two advertisements of approximately one-half page each. This advertising will be backed up by store posters, letters, mail cards and the personal solicitation of every electrical salesman in the city. It is a safe wager that the project will "get across" to the public as it has to the trade.

Summed up, the Cleveland electrical homes have been "put over" because a group of men thoroughly representative of all the interests involved undertook this work and carried it forward in a spirit of unselfish service to their industry. They not only avoided all suspicion of self-interest but they made mighty sure that no small-minded grabber should be able to misappropriate any part of the proposition for personal gain.

That's all there is to putting over a home electric anywhere—pick a committee of grown-ups and put the shackles on selfishness.

Domestic Industrial Peace—In the Home Electric!

BY C. L. FUNNELL



Five years ago John Wright and wife
Designed and built a home,
And there took up the country life
Beneath its gabled dome.
A butler, cook and parlor maid
Composed the personnel
Of their house maintenance brigade,
Which functioned very well.

But times have changed, and just last
week

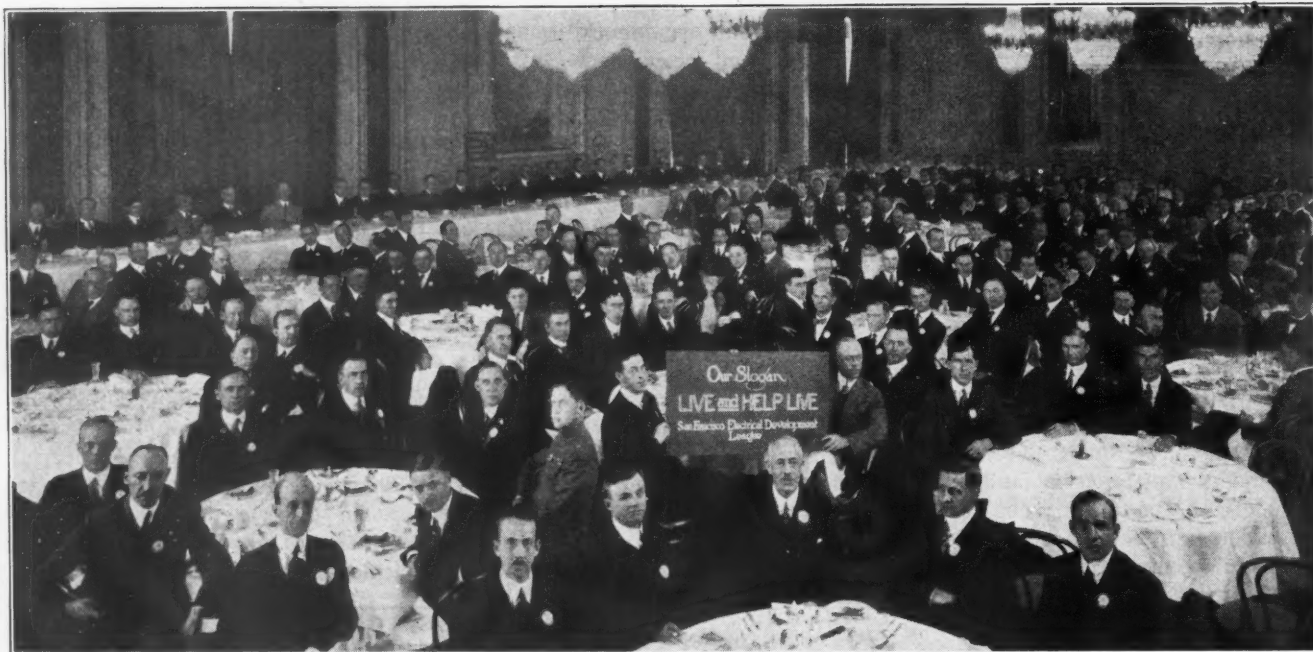
Strikitis hit the band.
The maid forgot her manner meek
And filed a raise demand;
The cook blew out the kitchen fire
And left the bread uncut;
The butler effervesced with ire
And simply wouldn't but.

They called 'em back and raised their
pay,
Did John and Mrs. Wright,
But out they went the second day
And stayed until that night.
Once more they struck, and in a rage
The Wrights arose to shout:
"Go forth and seek your princely wage;
You've struck three times. You're out!"

The Wrights installed electric aid
And swept and washed with watts.
Electric ironing beats a maid
Who scorches skirts in spots.
They missed the butler not a bit,
But mocked his formal cough.
And now their servants never quit
Until the switch is off.

How to Organize an Electrical Home Campaign

California Electrical Co-operative Campaign Issues a Handbook Setting Forth in Suggestive Detail the Objects, Methods and Results of the Electrical Home Campaigns Which Have Been Successfully Carried Out in San Francisco, Sacramento, Oakland and Los Angeles



On what may be called "journalists' day," "Live and help live," Sam Chase's famous advice, was given to the press as the slogan of the San Francisco Electrical Develop-

ment League, which put on the first electrical home campaign in California. At this dinner, which was attended by many representatives of the San Francisco and Cali-

fornia press, the League rallied to its aid the power of concentrated publicity. Set an early date to explain to your own local newspaper men your "Home Electric" plans.

TO GUIDE and to assist any one who contemplates initiating a campaign for the development of modern electrical homes in any other territory than that already covered by the Modern Electrical Homes Campaign in California, the advisory committee of the California Electrical Co-operative Campaign has issued a bulletin which presents the objects, methods and results of the Modern Electrical Homes Campaign as already carried out in the State of California.

Here is California's answer to the three big questions:

1. What is the object of an electrical home campaign?

2. How is such a campaign carried out?

3. What have been the results of an electrical home campaign?

The entire bulletin follows:

Objects of the Campaign

1. To inform the public regarding the possibilities for correct illumination and convenient use of appliances in the home through proper wiring and location of convenient outlets.

2. To impress upon architects, builders and real estate subdividers the necessity and advantage of wiring homes correctly and adequately.

3. To encourage and assist electrical contractors and dealers in developing interest among their customers in adequate wiring for illumination and use of appliances.

4. In general, to cause all parties concerned in home building to realize that proper provision for the use of electricity in homes is a matter of first importance and thus obtain for it the consideration which it deserves, instead of being considered as a question of minor importance.

Methods Employed

1. The co-operation of the various branches of the electrical industry in

California is already assured through their connection with the California Electrical Co-operative Campaign, but in cases where such a means of co-operation is not already provided the various electrical organizations and individual enterprises must be sold on the modern electrical homes idea and their assistance secured. The manner in which this assistance is utilized is described later in this bulletin.

2. The California Electrical Co-operative Campaign employs an electrical equipment expert who is qualified to advise builders regarding correct wiring methods, proper illumination and the proper arrangement and space required for electrical appliances. He calls upon architects, builders and tract developers, bringing to their attention the selling value of homes adequately wired and to the service that will be rendered their clients. With each of these architects, builders and real estate firms, our representative leaves a wiring plan (officially approved) and the National Electric Light Association's booklet "The Modern Home." He gives

the architects and builders suggestions on the wiring layout of any plans upon which they may be working at the time of his visit.

3. With the advice of the local electrical men we select the leading subdivider in each city, sell him on the electrical idea and arrange for him to use one of his homes as an exhibit, throwing it open to the public for a period of a few weeks. The greatest problem of any subdivider is to get people out to his tract in large numbers in a dignified manner. In a city the size of San Francisco, Los Angeles or Oakland the electrical home will bring at least 30,000 people to his tract. When he sees its drawing power, he soon realizes the value of properly wired homes and consequently wires all future homes adequately. The 30,000 visitors become educated on the electrical idea and their influence, plus the action taken by the leading subdivider, induces other builders and subdividers to follow suit. Having convinced the subdivider on these matters the electrical equipment expert studies with the subdivider's architect the plans of the house selected and together they decide upon the correct wiring arrangements to make the home a proper exposition of the modern electrical home idea.

4. The next step is to outline the program for the modern electrical home so that the efforts of the subdivider and the electrical men will be co-ordinated and a definite program of preparation, advertising and exhibition of the home laid out. The committees shown in the accompanying chart have been found necessary. The committeemen are all chosen from the electrical industry, but the realty firm should be represented on the inspection and advertising committees.

How the Financing Problem Is Handled

The first duty of the finance committee should be to prepare a budget based on the plans of the various other committees and decide upon the method by which the necessary money required to be furnished by the electrical industry is to be raised. To do this the committee must acquaint itself with the plans of the other committees covering the following items of cost:

- (a) Wiring installation.
- (b) Appliance installation.
- (c) Interior furnishing and draping.
- (d) Exterior illumination.
- (e) Advertising.
- (f) Incidental costs of exhibiting.

In general it may be said that there should be no necessity for providing money by contribution from the electrical industry for any of these items except (e) Advertising and (f) Incidental costs of exhibiting, if the plans of the various committees are carefully made, but the finance committee should know in advance the arrangements made by the various committees by which the cost of all these items is to be met and should see that these ar-

rangements cover any possible changes, because the extra cost of changes will probably have to be met by the finance committee if not provided for in the original arrangements. The nature of these arrangements is described in following paragraphs under the different subjects. Solicitation and collection of the necessary money from the electrical industry may be done through whatever channels may be most desirable. Of course proper methods of disbursing and accounting should be provided.

Wiring Installation Plans Worked Out Jointly

The wiring plans having been made with the help of the architect and the approval of the subdivider, the latter will, of course, pay the cost of the installation, but the contractor who performs the work should be one who is fully in accord with the idea of the home and willing to do all in his power to make it a success. The inspection committee must see that the subdivider

The question of furnishing the house should be presented to the leading furniture establishment and leading household equipment establishment in the city by the campaign's representative or the central committee in conjunction with the subdivider, with the idea of getting these establishments to furnish the home completely for the period of the exhibit at their own expense. This should not be asked as a favor, but on its merits as a business proposition. The advertising value to these enterprises is of course recognized, but we find that the best furniture establishments value the plan more as a means of showing to the public the effects obtained in a home through expert consideration of the questions of furnishing and draping which their particular establishment affords. The electrically operated reproducing piano and the electrical phonograph are obtained under the same terms and by the same method. The best firms in these three lines of business hold the same ideals

Organization Plan for Electrical Home Campaign

Local Electrical Organization	1. Financial Committee	1 manufacturer 1 jobber 1 contractor-dealer 1 power company	To raise funds from electrical industry and handle expenditures.
	2. Inspection Committee	1 illumination 2 contractors Campaign representative Subdivider's representative	To inspect and approve wiring.
	3. Advertising and Publicity Committee	3 advertising men including subdivider's representative	To prepare newspaper advertising, publicity and folders.
	4. Appliance Committee	Wholesale Jobbers	To secure and install appliances.
	5. House Committee	1 man in charge 1 man for each room	To exhibit Home.
	6. Illumination Committee	1 central station 1 dealer 1 jobber or manufacturer	On outside electrical illumination.

Before you start to organize an electrical home campaign in your city, study carefully this organization plan, which has worked

out well in California. The six central committees are appointed by the local electrical interests.

agrees to pay any extra costs occasioned by changes in the original plans at the time the changes are decided upon or must have the approval of the finance committee before agreeing to assume any part of such cost if this should become necessary.

Installation of Appliances

The appliance committee in arranging for appliances to be furnished for the home should see that all cost of transportation and installation of appliances is agreed to be borne by the persons supplying the appliances. If the installation requires carpenter work or plumbing which has not been provided in the original plans the matter should be brought to the attention of the inspection committee, which will endeavor to arrange for the subdivider to assume this cost through his general contractor. Failing in this the approval of the finance committee should be obtained for any plan to assume such cost.

for their business as the electrical industry and will be glad to co-operate with you if these mutual ideals are properly presented to them. The question of advertising by these firms is considered under Advertising.

Exterior Illumination

The value of exterior illumination has been proved by experience through a power shortage which occurred during the period of exhibition of one of the electrical homes in California and which necessitated eliminating this feature on certain evenings. The attendance of visitors was considerably reduced on the evenings when the exterior illumination was not available. We suggest the use of flood lighting on the house itself, electric signs at car stops near the entrance and street illumination by properly placed flood lights and steamers of incandescent lamps. All of the material, labor and current are provided by the exterior illumination committee

through conjunction of the subdivider, electrical manufacturers, electrical contractors and power company without direct expense to the financial committee.

Advertising

The electrical home is extensively advertised in the newspapers, on billboards, in street cars by circularizing, and by publicity in various other forms. The planning and co-ordination of all advertising should be done by the advertising committee. Our arrangements in the first electrical homes were that two-thirds of the cost of advertising would be borne by the subdivider and one-third by the electrical industry, but the success of the home from the point of view of the subdivider has been such that an arrangement more favorable to the electrical industry is possible and has been made in the subsequent homes. This latter arrangement is outlined below under the different forms of advertising.

(a) *Newspaper Advertising.*—This is divided into two classes, namely, direct display advertising and tie-in advertising. The first consists of large display advertisements varying in size from three column-15 inch to full pages, advertising the subdivider's tract, with special emphasis on the modern electrical home and the distinctive electrical features which this home and others in the tract afford. This advertising is prepared by the advertising committee or by the advertising man of the realty firm with the supervision and approval of the advertising committee. It is run according to their judgment as to medium and time. All the cost is borne by the subdivider.

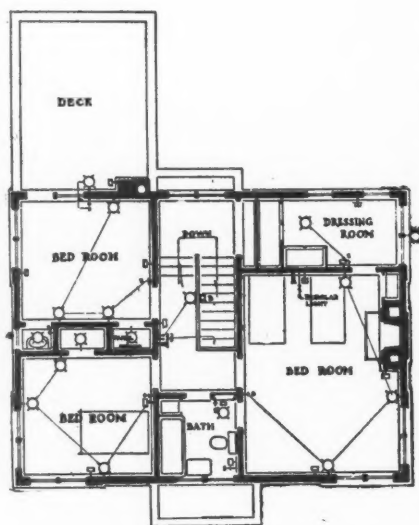
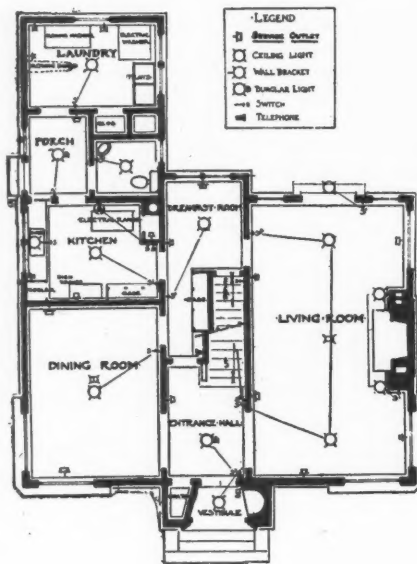
The tie-in advertising in newspapers is that done by the electrical contractors, dealers, power company and other electrical interests in accordance with their established policy of advertising, in which either the whole of their space is devoted to advertising the modern electrical home or reference to it and invitation to visit it is incorporated with their regular advertising. Some form of distinctive device which is included in the subdivider's display advertising and in the tie-in advertising should be used to increase the force of all the advertising by repetition in all advertisements.

The cuts or stereoplates for this device should be furnished to the newspapers in sufficient quantity for all such advertisers. The cost of these cuts is borne by the electrical industry through the finance committee.

The same sort of tie-in advertising should be done by the furniture firm, the music house and any others whose interest justifies it.

The most essential thing to be considered in connection with "tie-in" advertising is that it must be absolutely neutral in its reference to the modern electrical home. No individual, or firm, should be permitted to advertise his work or installation in the electrical home. For example, no firm should be

permitted to advertise "The XYZ washing machine on display at the modern electrical home was selected from our stock" or "you will be interested in knowing that we installed the wiring



First floor plan and second floor plan for the first San Francisco electrical home are here shown. A picture of the completed house appears on page 114. It is essential that a legend explaining standard wiring symbols accompany every wiring plan.

and lighting fixtures now attracting such favorable comment in the modern electrical home." This tends to commercialize the home in the eyes of the public, and is certain to cause discord in the electrical industry. It is obvious that a proposition which is being made possible by co-operation of all interests should not be capitalized by individuals. The advertising committee in requesting tie-in advertising must see that this principle is fully understood and agreed to by all firms contemplating tie-in advertising.

(b) *Billboard Advertising.*—This is done entirely at the expense of the subdivider and should be recommended by the advertising committee only after

due consideration of the cost and the character of the locality in which the advertising is to be done. In general it may be stated that if the real estate firm owning the modern electrical home has found billboard advertising advantageous it should undoubtedly devote this space to the modern electrical home during the period of the exhibit. This advertising should commence about one week before the opening of the newspaper advertising.

(c) *Street Car Advertising.*—The same considerations apply to this form of advertising as have been stated regarding billboard advertising. In many localities the use of posters on the car windows which can be read from the outside as well as from the inside of the car is better than cards in the usual advertising space, and in this case the co-operation of the electrical industry should be used to get the street car company to permit such advertising. The number of passengers to be carried to the electrical home by the street cars affords the basis for this rather unusual arrangement.

(d) *Circularizing.*—This advertising takes two forms. The first is the issuing of special invitations sent out over the name of the most representative organization of the electrical industry in the city to all business and women's clubs and civic organizations to visit the modern electrical home. This invitation should be backed up by a verbal invitation extended at the meetings of these organizations by persons in the electrical industry who are members of these organizations or who may be invited to present this invitation to its members. In some localities it is well to distribute these invitations broadly to individuals through the medium of the power companies' billing department and from the stores of the electrical dealers, but some discrimination must be exercised by the advertising committee to insure that the invitations produce the proper effect. If both methods are used the invitations to clubs should be for special occasions in order to make them entirely distinctive from the general invitations.

The second form of circularizing is a folder which is distributed to visitors at the electrical home, describing the home and the tract and giving information regarding the exhibit and its purpose. This is a very valuable form of advertising and should be provided in sufficient quantities to supply every visitor with more than one copy if desired.

The direct cost of these invitations and folders should be divided between the subdivider and the electrical interests in the ratio of 2 to 1, or preferably 3 to 1. The folder tells the convenient outlet story, consequently its preparation should receive careful thought by the advertising committee.

(e) *Publicity.*—This is a very important means of advertising and takes the form of news stories in the papers. If the advertising committee includes a

regular publicity man he should be charged with the work of arranging special events at the electrical home which will form the basis of real news stories to be written up by himself and furnished to the newspapers with photographs to illustrate and attract attention to the stories. Visits of prominent people or of clubs to the electrical home should be featured and their expressions of approval be worked into interviews. Such local color makes the stories more acceptable to the newspapers and more interesting to the public. If necessary to hire a publicity man, the expense should be divided between the subdivider and the electrical interests according to an arrangement which will give the advertising committee full control of this work. Properly posed photographs of each room of the home will be found very desirable for use with future publicity and the advertising committee should arrange for these to be taken and preserved. Endeavor to have these photographs show not merely the appliances in the room, but also the convenient outlets or other wiring features. An insert of "close up" of these features can be used with the larger photograph of the room if necessary to call attention to the wiring arrangements.

Management and Exhibition of Homes

The management and exhibition of the home is in charge of the chairman of the house committee, who should be in a position to be in the home during practically all of the time it is open to the public. All guides and other persons assisting in exhibiting the home are directly under his control and he is responsible for their performance in proper manner of the duties to which they are assigned. Firms supplying employees to assist at the home should understand this and instruct their employees accordingly.

It is desirable to keep the home open for inspection from 10 a.m. to 10 p.m. and the greatest attendance may be expected between 2 and 5 p.m. and 7 and 9 p.m. Saturdays and Sundays are always the largest days in number of visitors. To provide the personnel for exhibiting the home during such long hours it is necessary to arrange working shifts. The following arrangement works out well if every one is prompt.

Day Shift:

First half report at 9:30 a.m. and work until 12 noon, report again at 2 p.m. and work until 5 p.m.

Second half report at 12 noon and work until 6 p.m.

Night Shift:

All report at 6 p.m. and work until 10 p.m.

The most effective manner of exhibiting the home has been to station a guide in each room of the house to tell the story of the use of convenient outlets, appliances and illumination in that room. The man in the living room should first tell the object of the modern electrical home, calling attention to the

fact that it is primarily to show the advantages of adequate wiring for the convenient and efficient use of electric appliances and of correct illumination. He should refer to the fact that the appliances are placed there to illustrate the manner in which adequate wiring and sufficient convenient outlets benefit the occupants of the home and that

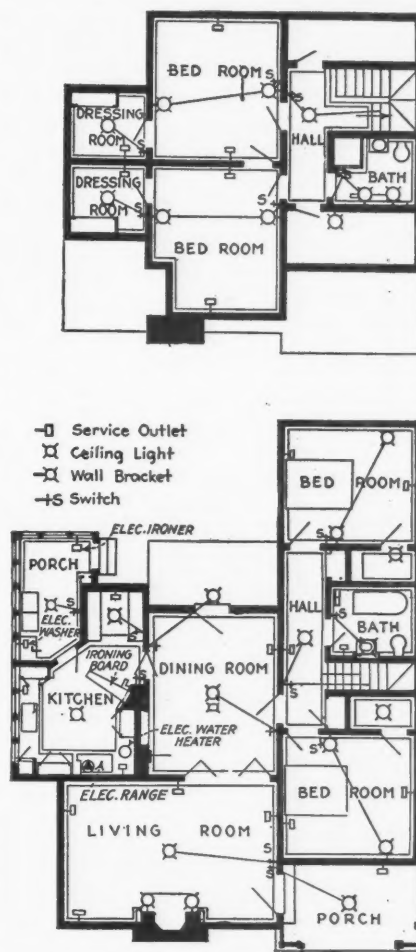
guide knowing these things, but sell the guides the ideas as you want them to be sold to the public.

In addition to the guides there should be a man at the door to receive the visitors and usher them into the living room. A hostess should be provided by the subdivider to receive specially invited guests and to assist in entertaining the visitors. The assistance of ladies who are friends of or who belong to families of the subdivider or electrical men is of course desirable, if it can be obtained. However, social events must necessarily be limited in time as they tend to disarrange the regular exhibition of the home.

In handling large crowds it is necessary to admit visitors in groups of proper size to fill the living room and avoid interruptions caused by new visitors entering while the story of the home is being told in the living room. This group is then conducted to the next room and another group admitted. Twenty-five to thirty people is about the proper number for the average living room.

Counting and Registering.—Visitors should be counted by means of a counting instrument held by the man at the door. Registering visitors in books has been found inadequate. Cards with spaces for names, street and number and city have been found the best means of securing registrations. Arrangements to mail a booklet on the modern electrical home can be made and if the registration cards state this fact it will secure many signatures. The booklets can be obtained from the National Electric Light Association through its New York office, or through the California Electrical Co-operative Campaign. The names afford a desirable mailing list of the subdivider and the electrical industry and this opportunity should not be neglected by the industry. The cards are distributed at the door with the folder on the electrical home and signatures requested in a tactful manner by the guides throughout the house. We find that many people will sign the cards after they have seen part or all of the home who would not register on entering. From one-third to one-half of the visitors will sign cards.

Demonstrating.—In exhibiting the home to large numbers of people it has been found impractical to attempt to demonstrate appliances, as too much time is thus consumed and the house becomes jammed with visitors. Demonstrating is also apt to call forth comments or criticisms on some particular appliances and this should be avoided. Keep the attention of visitors on the wiring conveniences and the service thus made available and the appliances will speak for themselves. Playing the electrically operated piano must be confined to very short periods at opportune times, as the music will attract visitors from other parts of the house and disarrange the sequence of exhibiting. Invite the visitors to return in



Here are the wiring plans for the Sacramento electrical home, shown on page 114. Care should be taken that such plans be shown in large scale, when printed in any form for inspection by the non-electrical public.

these appliances have been chosen by lot from a large number of similar appliances which will give like service. He should point out that the electrical installations do not detract from, but add to, the homelike appearance of the house and call attention to the harmonious and comfortable appearance of the home as the result of the careful attention given to furnishing, decorating and other details. These features should also be touched upon by the guides in other rooms as they have opportunity, but it is the man in the living room who should by all means cover these essential facts.

The story of the various rooms of the house should be prepared by the house committee and furnished to each guide for study, so that each one will be sure to bring out the essential facts in the proper manner. Do not trust to each

the mornings, when there will be leisure to enjoy the music.

In all the arrangements for the home it should be kept in mind that the exhibit is strictly educational and every tendency to commercialize it avoided. No advertising or soliciting is permitted in the home and all inquiries are referred to the subdivider or to the local dealers and contractors *generally*. All parties concerned should recognize that in the electrical home they are selling an idea, the idea of adequate wiring and convenient outlets. The opportunity to sell their goods follows and its advantage to the individual depends upon his ability and activity in promoting the idea among his customers and associates outside the home and after it is closed. Contractors and dealers distribute the wiring plan and use large copies of the same plan as the center of their window displays. These can be purchased at cost from the

California Electrical Co-operative Campaign. Each man in the industry is expected to promote the better wiring of homes through his contact with architects, builders and others with whom he does business.

By Jan. 1, 1921, we displayed modern electrical homes to 100,000 people in California and during the year we expect to exhibit such homes in every city of sufficient size in the state.

As a final injunction we wish to emphasize that the primary object of the modern electrical homes is to sell the idea of proper wiring for correct illumination and the installation of adequate convenient outlets for the efficient use of electric appliances. Sell this idea and you have opened a field of merchandising for the electrical industry that will yield abundantly.

For additional information address, Secretary California Electrical Co-operative Campaign, 619 Call Building, San Francisco, Cal.

Even the Kiddies Will Have Their "Home Electric Game"

A "Home Electric Game"—a real game that means as much fun for the kids as parchesi or any of the spinning games that all children love—has been worked out by W. W. Ayre of 303 Fifth Avenue, New York City, and will be available for dealers in the near future. The game is pure fun in itself, and yet, because the basis of it is the floor plan of a

model electrical home into which a complete set of electrical appliances and conveniences are to be fitted, it will be of tremendous educational value in familiarizing its youthful players with electrical appliances and the possibilities of a completely electrified home.

The game consists, first, of a floor plan of the electrical home; second,

of thirty-two cardboard pieces, with pictures on them representing most of the electrical accessories now used in the modern home, and, third, of a round "spinner" reproducing the name of each appliance in the form of a dial.

The game is put up in box form, the electrical floor plan being contained in the base of the box. Each electrical outlet is marked with the appliance or lamp that fits it. The player spins, and sets the piece indicated by the spinner in the room it should go. If his piece has been previously taken, his spin is fruitless, and penalties are invoked for three "dead" spins, thus adding to the excitement of the game. The "game value" of each piece is listed on the inside of the cover, and as the players set their pieces in the "home" they set down the value on a score, adding up this score when the house is completely electrified. The winner has the highest score. The game value of each piece is based on the market value of the appliance—thus, the range has a high "game value" and the toaster a comparatively low one.

Inside the cover, also, every "piece," with its illustration, is reproduced in small, and alongside of each picture a short paragraph contains a succinct story about the appliance, its uses, its convenience, etc. The appliances used as "pieces" are as follows:

Iron	Fan
Chafing dish	Desk lamp
Toaster	Boiler
Grill	Clothes rack
Plate warmer	Clothes washer
Dishwasher	Ironing machine
Heater	Oxonator
Interphone	Heating pad
Lamp	Boudoir lamp
Hair curler	Percolator
Milk warmer	Vacuum cleaner
Samovar	Standing lamp
Hair drier	Range
Shaving cup	Food mixer
Vibrator	Refrigerator
Violet ray	Hall clock



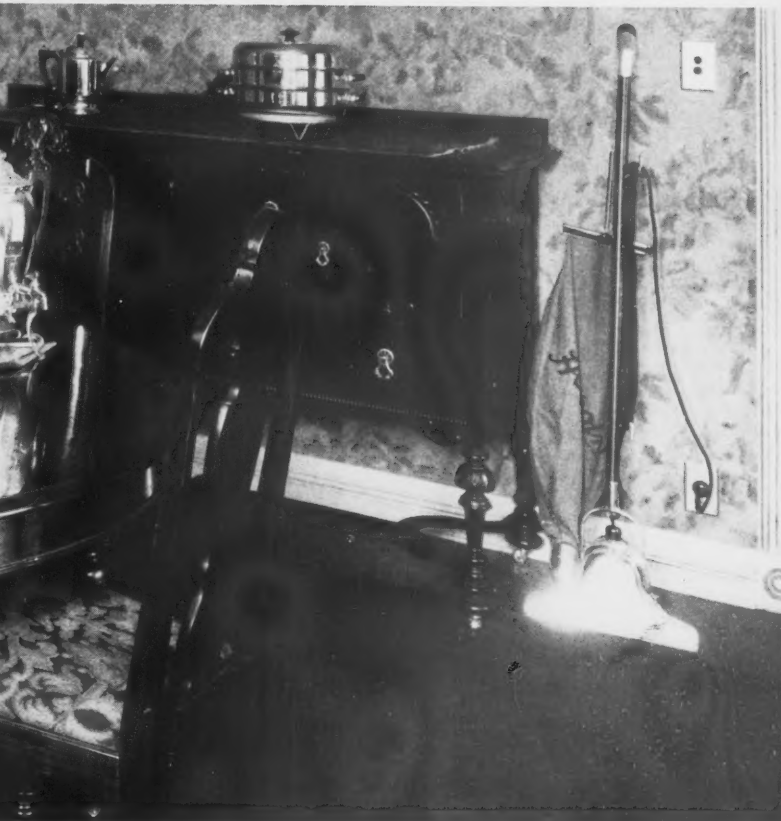
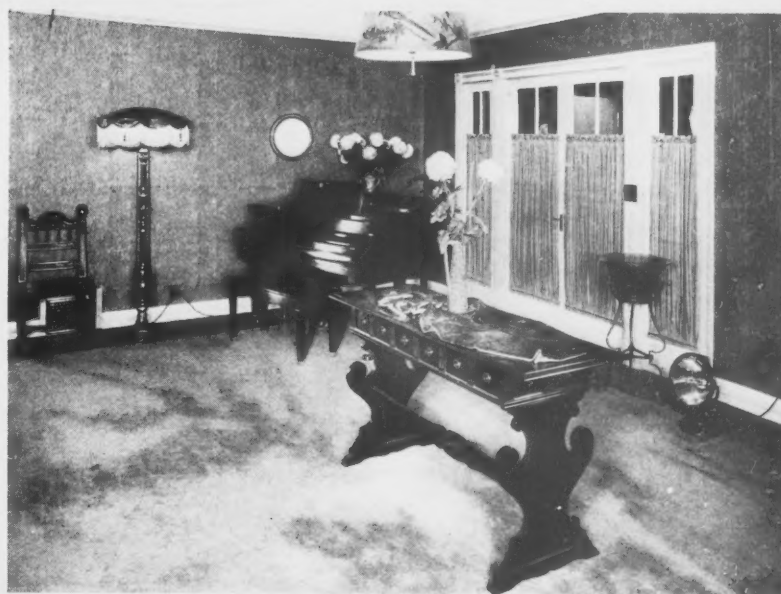
"Only four more pieces left—percolator, range, vacuum cleaner and toaster!" Even mother becomes interested in the "Home Electric Game" which the children are playing. She didn't know much about these new-fangled labor-saving appliances before

the new game was brought into the house, but she is learning about them now—as many other mothers and their children will if the "Home Electric Game" is put into their hands, as its inventor hopes it soon will be.

"The value of this idea can readily be conceived when one considers how much children, especially girls destined to have households of their own some day, like to 'play house,'" says Mr. Ayre. "The creation of an electrical ideal, that the electric sewing machine is the way *she* will sew, that electric cooking is better than old-fashioned cookery, is a great forward step in the furtherance of electrical prosperity in the future. And besides building for the future, such a game will inevitably interest many grown-ups of the present."

Electrical Homes Captivate All California

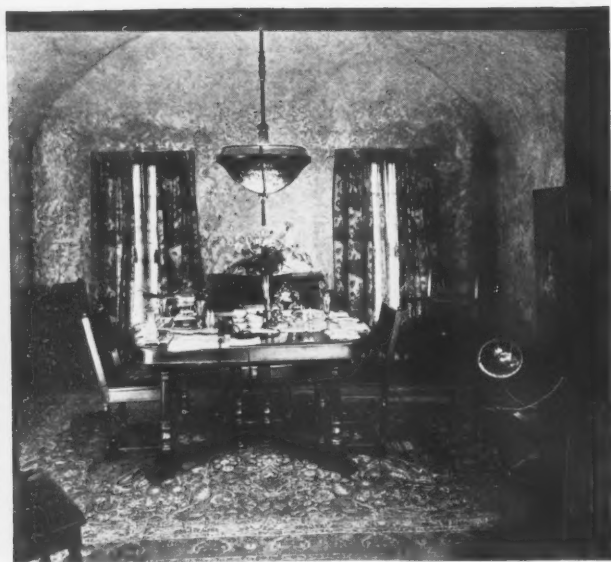
Ah, California! For years in our dreams we have heard the echoes of your mission bells, felt the kiss of your breezes, tasted the nectar of your golden fruit, seen the sparkle of your wine, lived again your old love tales and brave adventure, and now you add another charm to lure us West—the home electrical! We're coming, some day, to lunch electrically with your sun-kist ladies on this Oakland porch, for dinner at this easy table in Los Angeles' first electrical home and for a bit of music where your fingertips electrify the snows of your mountains into radiant warmth and softened light. Keep on building electrical homes—and save one for us.



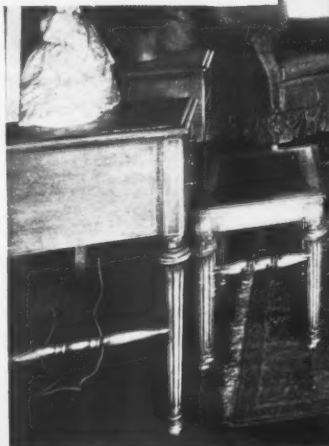
California's Latest "Home Electrical"



Since "it takes a heap o' livin' in a house t'make it home," by all means let us make the necessary "livin'" as comfortable as possible, for comfort is necessary to living, and the more living—the more homes. In this adobe home, Los Angeles is teaching California that electrical convenience is the mother of comfort.



Poor Aladdin! What a task it must have been to keep rubbing his lamp, to summon the genie to do his will. And how sore Aladdin's hand! Soon some woman, more fortunate than Aladdin, will occupy this home and have at her finger-tips in every room a servant that for speed and service would put Aladdin's genie to shame.





*What became of the old-time parlor?
Electricity has helped to make it truly
—the living room.*



*When electricity comes into laundry
and kitchen drudgery flies out of the
window.*



*Have you an
electrical
home in your
city? No!
Why not?
Equip one
now, and
remember—
"Two million
people to
inspect 200
electrical
homes in
1921."*



*6,900 people
inspected this
Home
Electrical
in one day,
and 75,000 in
three weeks—
a lesson for
the real estate
man in your
town.*



"Bill" Goodwin

Goodwin Joins Forces with Society for Electrical Development

Popular Apostle of Electrical Co-operation and Author of the "Goodwin Plan" Accepts Invitation from Society's Board of Directors to Initiate Similar Work for the Industry as a Whole, Under Broadened Auspices—General Electric Company Grants Goodwin Temporary Leave of Absence to Get Society's Activities Under Way—He Becomes Assistant-to-the-President of S. E. D.

WILLIAM L. GOODWIN, widely known and affectionately regarded throughout the electrical industry in all its branches and in all sections of the United States and Canada, as the result of his remarkable work for trade harmony and electrical development during the past three years, has accepted an invitation from the board of directors of the Society for Electrical Development to join forces with the society and to continue his work under the auspices of the national organization.

"By securing the services of Mr. Goodwin," announces W. W. Freeman, president of the society, in an official statement, "we aim to consolidate the efforts which have been exerted so actively in recent years in the interests of genuine electrical co-operation throughout the country, with the systematic work conducted by the Society for Electrical Development, and by such direct consolidation to promote co-operative development throughout the industry

along lines of the broadest scope and most intense activity."

Goodwin's Great Work Has Benefited All Interests

Since Mr. Goodwin came East from California in 1917 and launched nationally his gospel of trade co-operation along the lines on which he had previously been leading trade thought in the Pacific Coast country he has been associated with the General Electric Company, with offices at Schenectady and New York City.

Throughout all his many-sided activities and his work with many trade bodies, however, Mr. Goodwin has carefully kept his efforts free of any company partisanship, directing his energies in the interest of electrical development generally and of all groups and interests in the electrical field.

In his work of addressing meetings and expounding his clear-cut business philosophy he has been associated directly with Samuel Adams

Chase of the Westinghouse company and many other well-known men of the larger electrical manufacturing, jobbing, contracting, merchandising and central station companies. The great results accomplished by Messrs. Goodwin and Chase in stimulating local co-operative activity among electrical men in various sections of the United States has been the subject of many articles in these columns.

When it was learned that the directors of the Society for Electrical Development were seeking the help of Mr. Goodwin to initiate certain progressive lines of action in the directions which he had already been leading co-operative movements in various cities and states all over the North American continent the officials of the General Electric Company assented to a temporary leave of absence for Mr. Goodwin to take up this work on behalf of the society and the electrical industry as a whole, under auspices broader than

(Continued on Page 136)

"Goodwin's Wealth of Ideas, Fund of Knowledge of Electrical Trade Matters, and Great Talents for Organizing and for Inspiring Men to Action"

BY ANSON W. BURCHARD

Vice-President General Electric Company
Vice-President Society for
Electrical Development

TREMENDOUS opportunities for development and for service to mankind now await the electrical industry, and the Society for Electrical Development is the logical agency for taking the leadership in the vast development which must come in the next decade.

Mr. Goodwin has displayed such remarkable powers of vision in foreseeing these opportunities for the electrical industry, that the General

Electric Company felt obligated to accede to the wishes of the board of directors of the Society, and has accordingly assented to the arrangement pursuant to which Mr. Goodwin will initiate under the Society's auspices the activities which he has in mind.

This arrangement will make avail-

able for the Society and for the electrical industry at large, in a way not previously possible, Mr. Goodwin's wealth of ideas, fund of knowledge of electrical trade matters, and great talents for organizing and for inspiring men to action.

Mr. Goodwin, during his connection with the Society for Electrical Development, will continue to have the support and confidence of the General Electric organization.

Wiring a "Modern Electrical Home"

An Abstract of the Specifications for the First of a Number of "Electrical Homes" to Be Installed in Cleveland Offers Many Practical Suggestions to Builder, Architect and Contractor

By M. LUCKIESH

SIX far-reaching electrical development activities have been organized by the Cleveland Electrical League, involving an expenditure of \$50,000, for the year of 1921. One of these activities is the provision of adequate wiring in several houses in order that the potentiality of modern lighting and the convenience and labor saving of electrical devices may be demonstrated. It is the plan to have several houses varying in cost from \$5,000 to \$100,000 finally represented by this activity. The first house to be wired represents an investment at the present time for house and lot of about \$20,000 to \$25,000.

Inasmuch as few adequate wiring plans are available in technical and commercial literature it appears of interest to present an abstract of the wiring specifications (with some glimpses of the fixture specifications) of the first "Electrical Home" taken up in the present electrical development activity in Cleveland. The house was completely planned by the architect and the builder, with the exception of the wiring, before it was submitted for consideration as to lighting and other electrical equipment. For this reason the location of windows, the wall spaces, etc., were fixed and, as is usually the case in built-for-sale houses, some improvements are obvious to those giving the necessary careful attention to the disposition of furniture before laying out the wiring. In the following paragraphs will be found a condensed description of the wiring, and these are supplemented by the wiring plans. Chief articles of equipment and furniture are indicated and a few remarks concerning the fixtures are abstracted from the lighting specifications.

General Notes

Obviously it is necessary to have a definite idea of the furnishing of a house before it can be properly lighted; therefore, considerable study was given to this phase of it. Some general notes are given on the plans in regard to the disposition of furniture.



To M. Luckiesh, director of applied science, in the Nela Research Laboratory of the National Lamp Works, Cleveland, has been assigned the task of planning the wiring of the model electrical homes to be built in Cleveland in order that modern lighting and the convenience and labor-saving of electrical appliances and devices may be demonstrated successfully to the public.

The outlets for all brackets are to be 66 in. above the floor unless otherwise specified. All brackets are to have self-contained switches unless provided with wall switches.

No bare or frosted lamps are to be exposed to the field of view; that is, all lamps are to be concealed in bowls or shades.

All wall receptacles are to be in baseboard excepting the few that are specified otherwise.

In general, the lighting provided is considered to be only sufficient to be convenient and to provide the possibilities of lighting for a house of this type. A few purely convenience outlets are included.

Basement

Three ceiling outlets for lighting.

Four pendent outlets with key sockets for lighting.

One switch at the head of the stairs to control outlet at foot of stairs.

One indicating switch at entrance of fruit closet to control lamp in fruit closet.

Two wall receptacles 4 ft. above floor in vicinity of laundry trays as shown, adding to one a knife switch and a large plug for mangle.

One angle reflector containing a 100 or 150-watt Mazda C-2 (daylight)

lamp should be installed on ceiling socket at left of laundry trays.

One pendent outlet near laundry trays for washing machine; independent circuit.

One pendent outlet for refrigerating unit.

Diffusing glass reflectors should be installed on all ceiling or pendent sockets.

First Floor

Front Porch.

One lantern controlled by switch in vestibule.

Vestibule.

Two wall brackets with self-contained switches. These are to flank a mirror, under which a small narrow table may be placed.

Entrance Hall.

One ornamental lantern or bowl hung from ceiling and controlled by switch near vestibule door.

One baseboard outlet for general convenience and for a decorative portable lamp, if desired.

Living Room—To be lighted chiefly by portable lamps.

Two ceiling outlets controlled by separate switches near hall entrance.

Five baseboard outlets provided for use of portable lamps. One of these portable lamps is to provide an indirect component as well as a direct. Several other portable lamps should be included in the furnishing. Two of the base plugs are to be double.

Two brackets flanking the mantel and controlled by switch at hall entrance. These are to be 72 in. high. The shades are to be of dense material, probably of large diameter and of dense glass.

One flush receptacle in center of mantel shelf for ornamental candlesticks.

Ceiling fixtures are to be hung close to the ceiling and may be inverted bowls of dense material. Other diffusing units which are hung close to the ceiling may be used.

These ceiling units are not essential in the lighting of the living room.

Furniture to consist of writing desk, library table, davenport, piano, bookcase and magazine table and an electrically lighted and operated phonograph.

Side Porch.

Ceiling outlet in center and equipped with prismatic inclosing ball.

One switch for same at entrance from living room.

Sun Parlor.

One ceiling fixture consisting of a flower basket or other appropriate unit

controlled by switch at entrance from living room.

Three baseboard outlets as shown.

Rear Hall.

One ceiling outlet equipped with open reflector and controlled by switch at entrance to kitchen.

One indicating switch as shown for controlling the garage (underground) circuit.

Rear Porch.

One ceiling outlet equipped with prismatic ball and controlled by two 3-way switches; one in rear hall and one in refrigerator room.

Refrigerator Room.

One ceiling outlet equipped with open (glass) reflector and controlled by switch from kitchen.

Lavatory.

One bracket equipped with diffusing glass shade.

Kitchen.

One ceiling outlet equipped with inclosing glassware and 75-watt Mazda (daylight) lamp controlled by switch at doorway as shown.

One pendent socket over sink equipped with open reflector hung at the height of top of window, controlled by switch on wall above drain board.

One pull-chain bracket (inverted) over table.

One convenience wall receptacle for double duty in apron of window at left of table as shown.

One combination dishwasher and table.

Service for range to be installed.

Breakfast Room.

One ceiling outlet equipped with inverted bowl and controlled by switch at entrance from kitchen.

One convenience receptacle for double duty at window near table.

Dining Room.

One center outlet of two circuits; one circuit controlled by a switch near entrance from breakfast room, the other circuit controlled by switch at doorway to the entrance hall.

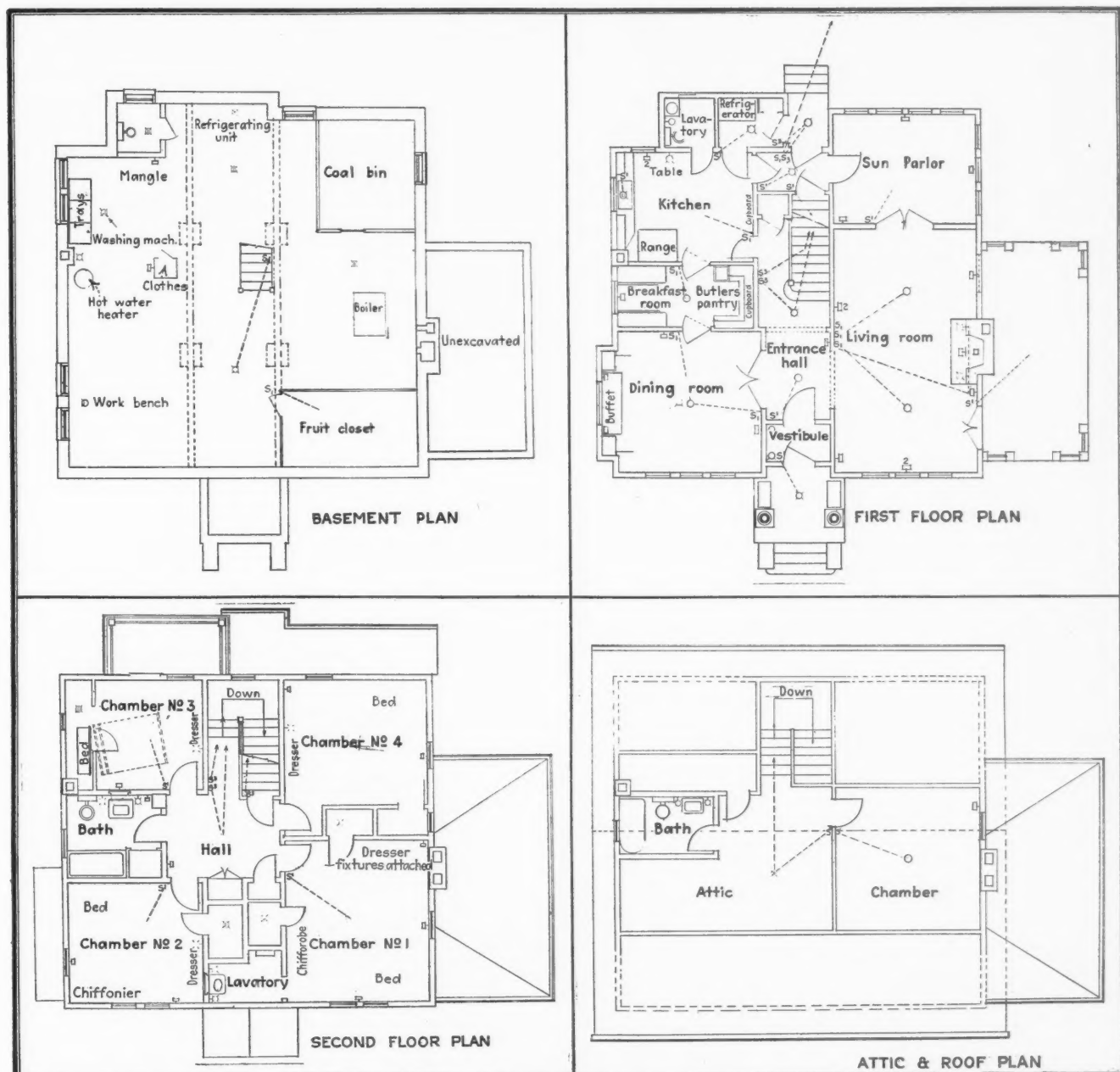
One floor receptacle in center of floor under dining table. There will be provided a connection for buzzer system under table.

Two baseboard outlets as shown in the diagram.

Two wall receptacles at height of 38 in., spanning the buffet. (If china cabinets are to have glass shelves, a light source may be placed in the top of each.)

Stairway.

One ceiling outlet equipped with ornamental inclosing opal glassware and controlled by two 3-way switches, one in stair hall on first floor, the other in hall on second floor.



Plans for the first electrical house in Cleveland were completed by architect and builder before they were submitted for consideration as to lighting and other electrical equipment. This sketch shows possibilities of wiring adequately a "built-for-sale"

house. The electrical industry should see that its influence becomes effective earlier all the actual planning of more houses.

One three-way switch in stairway hall downstairs to control a similar ceiling fixture in upstairs hall.

Closet.

One pendent pull-chain socket.

Second Floor

Closets.

The five closets are each to have a pendent pull-chain socket.

Hallway.

One center ceiling outlet equipped with inclosing or ornamental opal glassware and controlled by two 3-way switches, one in second floor hall, one in stair hall on the first floor.

One three-way switch to control ceiling fixture in stair hall on first floor.

One convenience outlet for vacuum cleaner, etc.

Chamber No. 1.

One center ceiling outlet equipped with a semi-indirect or similar unit controlled by switch at entrance from hall.

Four baseboard outlets as shown.

One receptacle on back of dresser near edge for curling iron.

Two brackets are to be attached to the dresser because of the uncertainty as to the position of bed and dresser owing to the arrangement of doors and windows.

Lavatory.

Two brackets with pull-chain sockets flanking mirror equipped with dense opal glassware.

One convenience outlet 4 ft. above floor.

Chamber No. 2.

One ceiling outlet equipped with small shallow decorative opal glass inverted bowl or similar unit controlled by switch near entrance.

Two base plugs as shown.

Two brackets flanking dresser 5 ft. apart; to be equipped with decorative shades and self-contained switches.

Bath.

Two brackets flanking mirror; to be equipped with small dense opal glass shades with pull-chain sockets.

One wall receptacle 4 ft. above floor.

Chamber No. 3.

One ceiling outlet equipped with ornamental inverted bowl or similar unit and controlled by switch near entrance.

Two baseboard receptacles.

Two brackets flanking dresser equipped with dense shades and self-contained switches.

(It is assumed that this room will be used as a den or sewing room as well as an auxiliary chamber.)

Chamber No. 4.

Two brackets with self-contained switches flanking dresser. These are to be equipped with dense shades and are to be 5 ft. apart.

Three baseboard receptacles, one of these to take care of portable lamps on dressing table.

Third Floor

Hallway.

One pendent fixture controlled by two 3-way switches, one on third floor and one at the entrance to the third floor stairs on second floor.

Bath.

Two wall brackets flanking the mirror. These should have key sockets and should be equipped with opal glass shades.

Chamber.

One pendent fixture equipped with inverted bowl and controlled by switch at entrance.

One baseboard outlet as shown.

Goodwin Joins Forces with Society for Electrical Development

(Continued from page 133)

had been possible under the preceding arrangement.

Moreover, it is learned officially by ELECTRICAL MERCHANDISING that the General Electric Company has stipulated, as a condition of releasing Mr. Goodwin from his present important work, that he is to return to its own organization upon the completion of the reorganization work and progressive methods he is to initiate in the activities of the society, and that meanwhile in his new undertaking Mr. Goodwin has the confidence and support of the company and its officials, as he has of the men of the General Electric, Westinghouse, Western Electric and other large electrical selling organizations.

Has the Confidence and Support of Executives and Men of Large Companies

Mr. Goodwin will act as assistant to the president of the Society for Electrical Development and will have his headquarters at the society's general offices, 522 Fifth Avenue, in the Guaranty Trust Building, on the southwest corner of Fifth Avenue and Forty-fourth Street, New York City. In his new responsibilities Mr. Goodwin will direct the activities of the society co-ordinately with J. M. Wakeman, who for the past ten years has been general manager of the organization.

The new line-up for the society's activities is "under the authority of the president, and with the active advice and support of the executive committee and board of directors," explains the official announcement by President Freeman.

"The directors' meeting held Feb. 19, at which broad plans of expansion were discussed and unanimously approved, was attended by fifteen directors, many of whom traveled long distances for the purpose.

The program of work for the society during the coming year is being planned with enthusiasm, and the announcement of further important developments may be expected from time to time."

W. W. Freeman, president of the Union Gas & Electric Company of Cincinnati, Ohio, is president of the society, and the vice-presidents are J. E. Montague, A. W. Burchard, Fred Bissell, J. R. Crouse and J. R. Strong. C. L. Edgar, president of the Edison Electric Illuminating Company of Boston, is chairman of the executive committee.

The members of the board of directors are:

Representing Central Stations.—W. W. Freeman, Charles L. Edgar, J. E. Montague, Henry L. Doherty.

Representing Manufacturers.—L. A. Osborne, W. D. Steele, L. P. Sawyer, A. W. Burchard.

Representing Jobbers.—E. W. Rockafellow, E. C. Graham, Fred Bissell, F. D. Van Winkle.

Representing Contractors.—Earnest McCleary, J. R. Strong, A. Penn Denton, Fred B. Adam.

Representatives at Large.—J. Robert Crouse, James H. McGraw, Charles W. Price, Arthur J. Binz.

New Wiring Code for Seattle

A revised wiring code has recently been adopted for the city of Seattle, after a conference at which suggestions were considered by representatives of the building department, the Seattle Electrical Sub-Contractors' Association, Journeymen Electricians, Building Owners and Managers' Association and the Washington State Chapter of the American Institute of Architects. The old wiring code now in effect was adopted in 1912 and has since been revised in various ways. The present modifications relate to wiring, among them the following:

The use of conduit instead of open wiring is required in more instances than in the present code, three-story frame apartment houses now being included among those in which conduit wiring is required.

Conduit and cabinets within 100 ft. of salt water are required to be galvanized.

Exposed switches in panel boxes accessible to tenants must be protected by a safety device so that danger to life is obviated.

Open wiring on the roofs of buildings in the first and second districts is eliminated—and on all buildings if dangerous.

The required changes will make very little difference in the costs of the installation and will add greatly to the safety and durability.

The Electric Dishwasher

How Do You Sell It?

An Analysis of the Conditions Affecting Dishwasher Sales and Dishwasher Success

By CLARA H. ZILLESSEN

UNTIL we reach that happy millennium where tabloid meals are served from small boxes which may be slipped into a vest pocket or vanity bag we shall have with us that scorned task of dishwashing as we know it today.

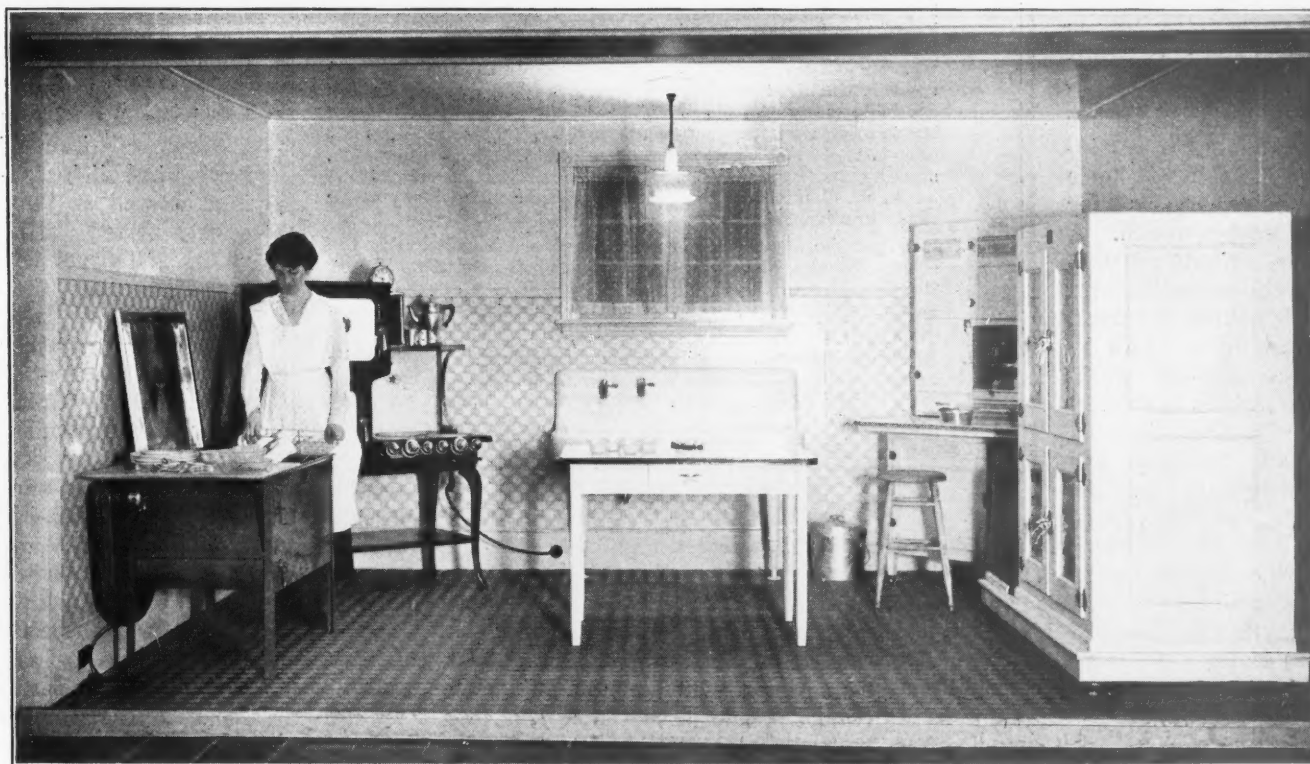
When all is said and done, dishwashing is a disagreeable job. No matter how careful the cook is to do her cooking in the most cleanly manner possible, the debris of the cooking operation and the resulting meal is disheartening. It takes so long to cook a meal and to clean up after it—and such a very small time to eat it! What wonder, then, that the housewife, who in the majority of cases is both cook and dishwasher, grows discouraged when she faces a

dishwashing problem three times a day—twenty-one times a week and one thousand and ninety-two times a year?

Men as a rule do not realize the grubbiness of dishwashing. Any man who holds a so-called "white-collar" job—an accountant, salesman, professional man—would growl at washing dishes three times a day, including putting his hand in hot, greasy water, washing pots and pans, wiping up the kitchen and all the rest. Yet his wife is certainly no less fastidious than he. But whatever her inward rebellion, she puts her hands in the hot dishwater three times a day every day in the year, because that is part of her job as a housewife. It seems wasteful that

the woman-power of our country should be dissipated in such a futile way as this. It is sheer waste of energy. Men in their places of business never tolerate such a condition. To them it means much more than a waste of time and energy; it means the leaving undone of some more-productive work. No housewife will deny the truth of this principle, for she knows very well that the time spent in washing dishes might be put to much better advantage in being with her children, in spending companionable moments with her husband after the dinner hour.

If this, then, is the condition that exists—and we are all pretty thoroughly agreed that it is—and there are on the market at the present time



Salespeople in charge of dishwasher sales and demonstrations must be absolutely sold on the general idea of mechanical dishwashing as well as thoroughly posted on the points of the particular dishwasher

they have for sale. In the Philadelphia campaign the salespeople had ample opportunity to learn the knack of electric dishwashing in the "model kitchen" of the store, pictured above. Prospective buyers

were then brought down to this kitchen and witnessed demonstrations that convinced, simply because the salespeople were familiar with the machine and were enthusiastically "sold on the idea" themselves.

a variety of electric dishwashers which will remedy this condition it seems only logical for the electrical man to go out and get the business that lies waiting for him.

But there are two stumbling blocks in the way. The first and most important is that the electrical man himself is not sold on the electrical dishwashing idea! And the second is that the public generally doesn't know much about dishwashers, doesn't believe they are practicable for household use and needs to be sold on the general idea of mechanical dishwashing. There is only one way for the electrical man to convince himself beyond shadow of doubt that the electric dishwasher in a few years will be where—or maybe even beyond—the electric clothes-washer and electric cleaner are today. And to get his share of this dishwasher business he must first sell himself on the practicability of the electric dishwasher and its place in the home. The thing for the electrical man to do is to decide upon the type or types of electric dishwasher he is going to sell, install one in his home and live close to it for at least a month. A few sketchy demonstrations in his store will not do the trick. Washing dishes by electricity, like washing clothes in an electric washer, needs a certain knack and practice to get the most out of the appliance.

When the dishwasher is installed in the electrical man's home let him use it himself or make sure that the feminine members of his household are giving it a square deal. Make it do all sorts of things to find out what are its reasonable limits of operation and what it can do that human hands can't do. Your experience in selling cleaners and clothes-washers will tell you that in order to talk about it convincingly and

to sell this new appliance successfully you must know it from stem to stern; you must be able to talk about it and demonstrate it with the real enthusiasm which is born only of sincere conviction.

The accompanying chart enumerates a few practical guides to help along the thorny road of experimentation.

Ten Rules for Success With an Electric Dishwasher

1. You must have hot water—really hot water—to use an electric dishwasher successfully.
2. Use the soap powder the manufacturer supplies or recommends. Remember that suds are unnecessary for cleansing and are hard to rinse off anyway—that you need an ash powder which will cut grease.
3. Dishes covered with egg, flour mixtures, etc., should first be held under the cold water. Hot water boils these mixtures and makes them stick closer to dishes.
4. Follow the manufacturer's directions as to placing dishes, silver, etc. Get the knack—which is easily acquired—of putting in the dishes with the fewest motions possible.
5. Experiment with the much disputed point of whether dishwashers will wash pots and pans. Most dishwashers will clean them of everything except burnt-on food or particles which have to be taken off with a powder like Dutch Cleanser.
6. Note how easy it is to dry the silver and polish glassware, and that while you are doing this the china dries itself and needs only to be put away.
7. If you have a small family do not wash the dishes after every meal, but stack them in the dishwasher and wash them once a day, say after breakfast.
8. Remember that dishwashing is but one of a series of kitchen operations. To begin at the beginning, and to get the utmost value out of the electric dishwasher, glass, aluminum and enamel cooking utensils are to be recommended, wherever possible without handles, so that they do not take up too much space in the machine. In cooking and serving clean up as you go, using as few utensils as possible in your cooking (all modern houseworkers recommend this procedure, although it does not always meet with the approval of housekeepers generally), stacking bowls, plates, spoons, etc., in the dishwasher as you work, thus having a comparatively clean kitchen when you are ready to serve the meal.
9. See that the dishwasher is properly placed in relation to the entire dishwashing performance. The ideal placement is near the dining room or pantry door, so that it receives the dishes without extra steps, and adjacent to cupboard where dishes are put away.
10. Although it sounds like a lot of extra trouble it is worth while to make comparative time studies of the dishwashing operation—by hand and by machine.

Let us assume that the electrical dealer has had a dishwasher in his home for a month and given it a thorough trial. He is at the end of that period thoroughly sold on the dishwashing idea. The next step, then, is to sell the public on the idea—and when that's done, the rest of the road is easy.

In selling electric dishwashers we have the advantage of the experience gained in the electric washer and cleaner field. In some ways it will

be easier, in other ways harder. It will be easy because the millions of electric labor savers in use at the present time are paving the way to the ready acceptance of any household labor saver. But it presents difficulties, too, for while women are rapidly accepting the theory and practice of mechanically accomplished housework they seem to be curiously

non-receptive to the idea of the mechanical dishwasher. It is, therefore, a question of enthusiastic, not-to-be discouraged missionary work. There has already been some excellent popular advertising on the electric dishwasher for the home, and this must be supplemented by local tie-ins, window displays, store demonstrations, free trial offers, displays at electric and house furnishing shows, model kitchens. It is also encouraging to remember that each dishwasher in successful operation usually sells at least one or two others. Salespeople in charge of the dishwasher sales and demonstrations must be absolutely sold on the general idea of mechanical dishwashing, as well as thoroughly posted on the points of the particular dishwasher they have for sale. In a successful dishwasher campaign recently held in Philadelphia the objections against the electric dishwasher which were

apt to be brought up by prospects were analyzed and dissected for possible talking points. In the few cases where the machines were not sold after the free trial in the prospect's kitchen the conditions were also analyzed for material for sales efforts. Here are the most common objections raised in the process of selling the electric dishwasher and the replies which have been found to cover them most thoroughly.

Customer—"The actual washing of

the dishes is really not such a great part of the entire dishwashing operation, so why should I spend over a hundred dollars for a machine which will take care only of part of the work?"

Salesman—"No one, not even the manufacturer, claims that electric appliances will do all parts of the work. That is, the washing machine manufacturer does not claim that his machine will sort clothes and iron them, and the dishwasher man does not say that his machine will take the dishes from the table and afterward lay them in their places in the cupboard. The proper way to look

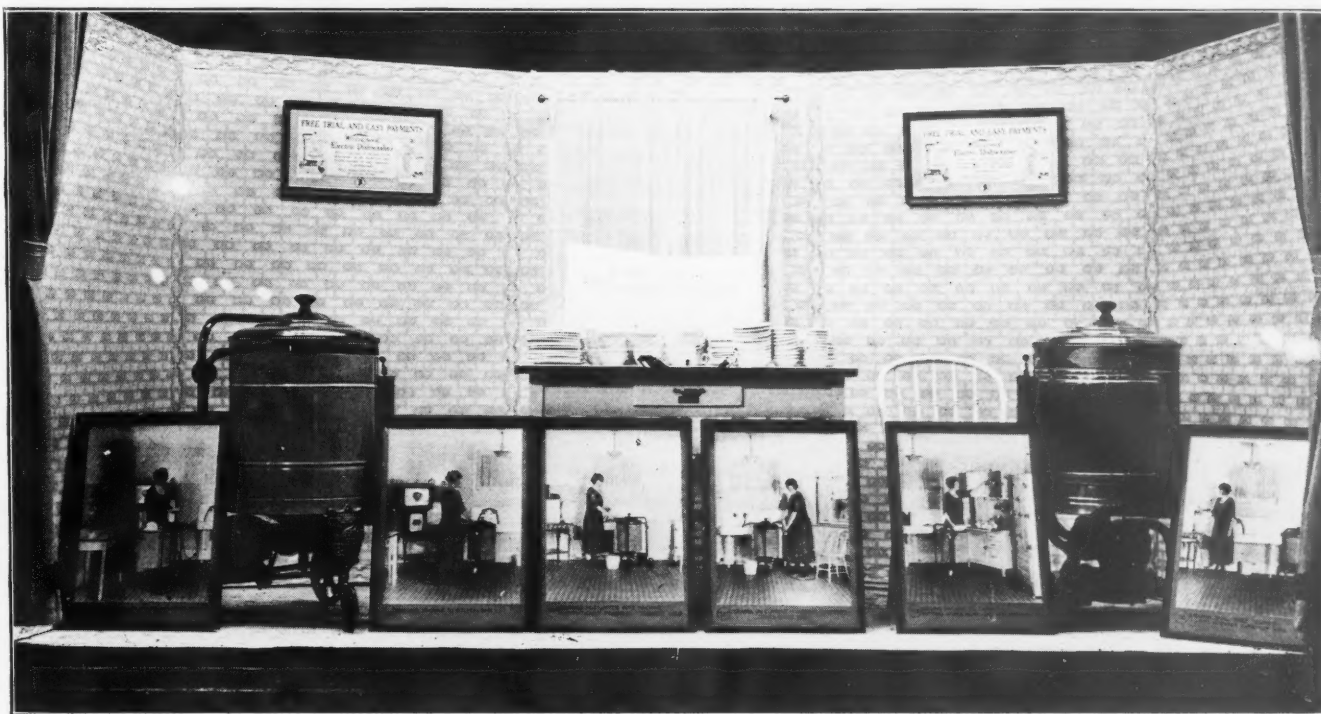
Customer—"Will the electric dishwasher wash pots and pans?"

Salesman—"The electric dishwasher will satisfactorily wash such things as milk bottles, sieves, potato mashers and the thousand and one utensils of cooking. It will wash the general run of pots and pans as well as they can be done by hand with a dishcloth. Where, however, particles of food have burnt on they must be removed either with steel wool or some such preparation as Dutch Cleanser. Remember, the dishwasher will wash, rinse and dry dishes better and quicker than any person could, but it can't do the im-

scrape your dishes after each meal and stack them in the dishwasher and put the cover on and leave them until the next morning, when you can do them with the breakfast dishes without any extra trouble, without the necessity of extra hot water? You keep your kitchen just as neat with the dishes in the dishwasher as in the closet."

Customer—"Will I have to have expensive plumbing to make use of the dishwasher?"

Salesman—"If you own your own home it might be well to have it permanently connected to the drainage system. If not you can have an



Ninety-five per cent of the women in this country are doing their own housework—some of them gladly and willingly and some of them reluctantly and sulkily. It is no reflection on a man's earning powers for his wife to do even her own washing now-

adays. The only reflection comes when a man lets his wife do her work and does not help her put it on the same practical and efficient basis upon which his business operates. Perhaps what they need above all is just education—and when it comes to

that, what is better than education through window displays? The window display shown above, which was used in a Philadelphia dishwasher campaign, was studied by hundreds of men and women and played no small part in making dishwasher sales.

at a labor saver and its use is first to realize that all work is done as a chain or series of steps, and that any one task, like dishwashing for example, consists not only of the actual washing of dishes but also of scraping, stacking, rinsing, drying and laying away. The total time consumed by dishwashing as a whole, therefore, depends on the combined time taken by all these separate parts of the work. If we can cut down the time of any of these operations, and in the case of electric dishwashing we cut down the washing, rinsing and drying time, and also do it with less labor and fatigue, we have gained a great deal."

possible any more than an automobile can swim rivers or ride cross-country."

Customer—"My family is small, I don't need an electric dishwasher."

Salesman—"Small families need an electric dishwasher just as much as larger families. No matter how small the family, there are always dishes to be washed—three times a day. Now a small family has this tremendous advantage. By using an electric dishwasher they need wash dishes only once a day! It is not poor housekeeping at all to do so. You keep your soiled laundry in a wicker hamper for several days at a time, don't you? Then why not

inexpensive drain, something like an icebox drain, put in, and have a funnel arrangement emptying into it to take care of the waste. The hot water can be poured in the machine either from a teakettle or from a rubber hose attached to the hot water spigot."

Customer—"I am afraid to use an electric dishwasher, it might break my expensive dinnerware."

Salesman—"An electric dishwasher can't possibly break dishes, unless you drop them in the machine. The dishes remain stationary in the machine while the hot soapy water swirls in and among them. As a

(Continued on Page 142)

Remember These Thirty-eight Things

Install a safety switch and inclose the fuses in a safe steel box so there will be no live parts exposed about the meterboard.

Be sure and have a light placed near the fuse block, connected between the fuse block and the meter, so that the householder may have light to replace a burned-out fuse, instead of having to use a candle and getting candle grease on his best suit or burning his fingers with matches and risking setting the house on fire.

Be sure and label the various circuits at the fuse panel so that the next man will know which fuse to replace in case of a blown fuse without having to test the entire board.

Install near the panelboard a shelf that will hold a set of extra fuse plugs. Put a label beside it reading "*Keep on hand on this shelf for emergency six 15-amp. and three 30-amp. plugs.*"

Be sure to keep the circuits below capacity. In case the owner later decides to add more lights there will then be capacity enough to add them on without having to put in an entirely new circuit.

Be sure that all floor plugs are flush with the floor. If a plug is raised even a little some person is likely to stumble over it. Or it may make a worn place in the rug that may be put over it. And if it is placed in a hardwood floor it will be in the way for dancing.



In general, receptacles should be installed in the baseboards. But in certain cases there are special advantages in having them at some other height, such as (1) waist-high receptacles for

connecting the vacuum cleaner, so that the operator will not have to stoop; (2) directly beside the serving table in the dining room, (3) beside the kitchen table, and (4) beside the tea table in the living room. If these conditions can be foreseen locate these receptacles on the walls at whatever heights suggest themselves as most convenient in each case. In most instances, however, it is better to put receptacles in the baseboard so that the cord lies on the floor until it rises to the appliance. It can then more easily be stepped over. On the porch, of course, the receptacle must be high to be out of the wet.

Make it a general rule to install duplex receptacles in every room, and without fail in those rooms that are not provided with two or more baseboard outlets. Position the receptacles so that they will be convenient to reach and not in the middle of a wall space that will probably be occupied by some large, heavy piece of furniture.

Always install standard receptacles with parallel slots, to take the standard plug with parallel blades. Then see that all the appliances owned in the household are equipped with standard plugs to fit.

In every bedroom install a duplex receptacle in the baseboard beside the bed, so that both a reading lamp and a heating pad may be connected.

In every long hall install enough receptacles (preferably knee high or waist high) so that the vacuum cleaner can be used freely, without plugging into first one room and then another.

In the laundry install a special connection for the flatiron, with a red light to show when the current is on. If ironing is to be done in the kitchen, locate a flatiron outlet there. If there is a sewing room, another will be needed there too. And if each ironing outlet is provided with a special fused receptacle, in case of trouble with the iron the local fuse will blow, without disturbing the rest of the house.

Label the panelboard so that each circuit is clearly marked with the size of fuse plug that should be used. Otherwise fuses of wrong amperage will be bought and used, and this will cause unnecessary blowouts and risk.

Be sure that basement and garage lights are controlled by two-way switches. This will save many steps and probably some bad falls.

It is very convenient to have the entrance porch light at the front door controlled by a two-way set of switches, one inside and one outside the door, so that the porch light can be turned on from outside as you come home and make a light to see path, steps and keyhole. Arrange on the porch a special socket for an "all-night light" or a 7½-watt standard lamp which can burn all night long, illuminating the house number and keeping burglars away.

Be sure that the meterboard is placed so that the meter can be read by the lighting company's man without entering the house. In some cities meters are thus installed under the roofs of porches, where they are protected from the weather.



Or if the meter is to be placed in the basement, it should be so positioned that it can be read through a cellar window. Special "outside-reading" meter boxes can also be obtained, designed to be set into an outer masonry wall. With such a box the meter dials are visible from the outside, while the connections, switch, meter and fuses are accessible only from within.

Be sure to have a switch for controlling the lights of each room from a point near the door. A pull switch at the ceiling fixture may be all right for certain types of fixtures, but some day the owner may want to put in a different type of lighting. When there are two doors to a room it may often be desirable to have a switch by each.

The advantages of putting "radium spots" on side-wall switches and radium beads or balls on all pull sockets are so great that every room should be equipped with them from the beginning.

When You Wire a "Home Electric"



Install lights in all important closets, these lights controlled by automatic door switches.

In the dining room install a floor outlet beneath the center of the dining room table. Also install a duplex receptacle beside the serving table so that both percolator and grill may be used at the same time.

Be sure and have one bedroom in the house wired up for an extension telephone, bell extensions, extra outlets for heating pad, fan, immersion heater, etc., with a switch for side and center lights. Such a room will prove of great value if any one in the house becomes ill.

Install a bracket light three or four feet from the floor, alongside the refrigerator, so that the cold-box interior will be lighted. Such a light will be of the greatest convenience to the housewife or cook. Protect the globe with a wire guard.

Be sure the attic is well lighted. In the attic have a light close enough to the door so that it can be reached easily; mark it with a radium pendant. If there is storage space around a corner and in shadow, put in another light there too. Then there will be no excuse for carrying a match or candle.

Install a red light or a buzzer at the top of the cellar stairs so that it operates in circuit with the cellar lights and reminds you to turn them off as you come upstairs. A similar arrangement may prove handy in the attic.

On the porch that is in general use in summer, provide a ceiling light and wall connections for one or more portable reading lamps, an electric tea kettle, grill or fan.

Most Kitchens are lighted in the wrong way, with a single center ceiling fixture which throws black shadows at the range, the sink and the cupboard. In the busiest room in the house the work is too often done in bad light. Always install at least one side-wall fixture over the sink and another over the range. Such a sink light will save much china breakage and speed the work. Insert an insulating link in the pull chain of the sink light.

Be careful to place all flatiron outlets in proper relation to the light, so that the ironer will face the windows with the cord coming from her right side. The receptacle should be placed about on a level with the ironing board to give the freest use of the iron. There should also be powerful electric lights to give proper illumination on the ironing board, iron and washing machine.

Be sure to consider the bathroom—a bracket light on each side of the mirror for the man of the house to shave by, an outlet for a shaving cup and a baseboard receptacle for an electric radiator. Also, be sure that all sockets are of porcelain, with insulated pull chains, and that the wall switch is in a grounded switch box. Remember that more electrical accidents occur in the bathroom than in any other room in the house. Explain this to your customers and tell them never to handle or turn on an electrical appliance or light when standing in the bath.

Have the upper and lower hall lights (also basement lights, etc.), controlled by two-way switch sets.

Install the wall switch near the knob side of the door that is used most often as the entrance to the room. Where there is no wall switch mark the fixture nearest to the entrance with a radium bead or ball.

In planning an installation with a customer, do not leave the matter of fixtures to the last. Have the type of fixtures determined before the outlets are located, so that they may be placed appropriately, both to best harmonize the fixture design and to provide the most efficient illumination. Finish the job and install the fixtures right for the house.

Be sure and wire the bell circuit so that a bell-ringing transformer will be used.

Install a house telephone in every home you wire, to connect the master's bedroom with the kitchen and the maid's room. It adds but a small cost and saves many steps and much time and annoyance in calling and waiting. It provides an easy method of waking the maid in the morning. Another phone in the garage is most useful when the husband is tinkering with the car and must be called to dinner.

Do not consider the kitchen complete unless you install an exhaust fan. You can sell it in almost every house for its manifold benefits. It keeps the cooking odors out of the house. It keeps the kitchen cool. It saves deterioration of hangings and upholstery. It may be used to ventilate the sleeping rooms on sultry nights by closing all downstairs windows and running the fan. This makes a current of air inward through all bedroom windows.

Put in double receptacles near the kitchen sink and worktables, from which to operate the dish washer, meat grinder, dough mixer, kitchen utility unit, grinder, and miscellaneous appliances.



Suggest to the owner that he have a master switch at the head of his bed that will control the principal lights in the house, irrespective of the position of their separate switches. This will save the house owner many a heart throb when he hears a noise downstairs in the middle of the night.

Be sure that you are right, then go ahead. Remember that every house you wire bears your trademark and that a mistake on your part will be remembered when all of the good work you have done is forgotten. Also, thoughtful suggestions will make many friends and bring new customers.



You Wash 12 Acres of Dishes Every Year

WHEN you wash them by the old-fashioned, unnecessary hand method. Three times a day—365 days a year—or the equivalent of 40 ten-hour days spent every year at the thankless job of dishwashing!

An electric dishwasher will do the work in a fraction of the time—it will wash and dry your dishes in five minutes.

So sure are we that the electric dishwasher is the only practical way of eliminating dishwashing drudgery that we are making an unparalleled offer to our customers of a

Free Trial and Easy Payments

on the well-known Whirlpool Electric Dishwasher. We will wash your own dishes in your kitchen for you, using the Whirlpool Electric Dishwasher—free of charge and without obligation—and answer to your entire satisfaction all the questions you have been asking yourself about the electric dishwasher.

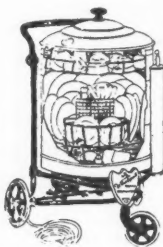
Then, after you are thoroughly convinced that the Whirlpool is a thoroughly practical labor-saver for your home, you can buy it on these exceptionally easy terms of payment: \$10 with the order and the balance at the convenient rate of \$10 per month.

Remember: The free trial offer and exceptionally easy terms of payment are good for a limited time only.

Come in Telephone Write
(Walnut 4700)

The PHILADELPHIA ELECTRIC COMPANY

TENTH AND CHESTNUT STREET
9 South 40th Street 6th and Diamond Sts. 4600 Frankford Ave.
3102 Kensington Ave. 18th St. and Columbia Ave. 7 and 9 W. Chelton Ave.
Broad and Ruscomb Sts. (Logan)
DELAWARE COUNTY ELECTRIC COMPANY
Chester Media Lansdowne



Save Your Dirty Dishes for a Free Dishwashing



WE will wash your dishes in your own kitchen for you, if you have electricity in your home, using the well-known Whirlpool Electric Dishwasher—free of charge and without obligation—and answer to your entire satisfaction all the questions you have been asking yourself about the electric dishwasher.

Then after you are convinced that the Whirlpool is a thoroughly practical labor-saver for your home, you can buy it on these exceptionally easy terms of payment:

\$10

with the order and the balance at the convenient rate of \$10 per month.

We unhesitatingly recommend the Whirlpool Electric Dishwasher as an exceptional investment. So confident are we of its worth that we are just this once making an exception to our policy of no free trials.

Remember: The free trial offer and exceptionally easy terms of payment are good for a limited time only.

Come in Telephone Write
(Walnut 4700)

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DELAWARE COUNTY ELECTRIC COMPANY
Chester Media Lansdowne

This is the kind of advertising which brought home the bacon in a dishwasher campaign conducted in a city where a manufacturer of electric dishwashers had already paved the way by several years of newspaper

advertising. Where the electric dishwasher is relatively new to the public, however, it is better to confine the advertising to the educational type, enhancing it with an offer of free trial, time payments, or some other

inducement. This is going back to the methods that first sold the electric washer and cleaner, it is true—but they were the methods that brought undreamed-of success! Sell the idea first—the rest will follow.

The Electric Dishwasher

(Continued from Page 139)

matter of fact there is much less breakage and chipping when you use an electric dishwasher than when dishes are washed by hand."

Another objection, to which the answer can hardly be standardized, is that wives often object to their husbands' purchase of a dishwasher. The man of the house may have been sold on the idea of mechanical dishwashing either through advertising or by a demonstration, but when he has the machine sent out home the wife will absolutely rebel and say she knows her own housekeeping business best and that the dishwasher has no place in her scheme of things.

This is a delicate matter to handle, and the wife's objections can only be overcome by the most tactful treatment. Of course, a great deal depends upon the type of woman in question, but it has been found that any of several methods may be called upon.

Flattery—pointing out that she may become the leader in the neighborhood by being the first to install

an electric dishwasher; pride—showing that she can keep her hands perfectly and daintily manicured by eliminating the greasy dishwater and objectionable dishcloth; pride again—her husband is such a "good provider" and so solicitous of his wife's comfort and happiness that he insists upon her having an electric dishwasher; uptodateness—pointing out the trend toward complete electric equipment for the kitchen and appealing to her sense of pride in her housekeeping.

The Sort of a Salesman Who Can Sell Me Electrical Goods

BY FRANK H. WILLIAMS

He is alert, neat in appearance and thoroughly enthusiastic over the use of electrical goods in the home.

He thoroughly understands the articles he is selling and knows how to let me know that he understands them.

He speaks without hesitancy.

He is a home man himself and uses electrical appliances in his own home. He has tried out for himself all the

appliances he is selling and therefore knows just what functions they will fill in the ordinary home.

He is affable and interesting. When my attention lags he brings me back to the subject with some pertinent, interesting remark.

He is business-like. He realizes that it is a business proposition to buy electrical goods for the home and he puts their purchase on that basis. He says it is good business to conserve time and energy and to make housework easier by means of electrical appliances. He tells me that factories are always trying to make production greater with less effort that, surely, housewives should be shown as much consideration as factory workers.

He remembers faces and names. When, after once having been served by him, I come back to his store I find that he remembers me at once and calls me by name. This makes me feel that I have a real friend in this salesman.

He is never grouchy, at least when attending to the wants of patrons.

That's the sort of salesman who can sell me electrical goods.

Are you the man?

"Better Homes Campaign"

Sold 231 Ranges

Central Station's One Week's Sale, Backed by Indorsement of Electric Cooking by Local Architects and Builders, Resulted in Large Sales at List Prices Plus Installation Charge

INSTEAD of calling it an electric range campaign they called it an "Edison Better Homes Campaign."

Instead of depending entirely on the recommendation of the central station company to convince people that electric ranges were practicable, they secured in addition the indorsement of well-known local home builders.

Instead of cutting prices they charged "list plus installation."

In these respects, as well as in the results produced, the special sale of electric ranges of the Northern Ohio Traction & Light Company, Akron, some time ago, differed from the ordinary central station campaign. And although this campaign itself is now an old story in electrical selling history, the methods used in staging it possess possibilities that might well be studied for application to the exploitation of other devices, and especially in developing the home electric idea.

The plans for this campaign were arranged in the early part of June and the campaign ended Aug. 9. This lapse of time allowed several weeks for newspaper publicity and notification of the campaign date on monthly electric light bills. The plan was developed and perfected by M. W. Arthur, commercial manager of the Northern Ohio Traction & Light Company; C. R. Dillman, manager of the Electric Shop of that company, in conjunction with Miss Bernice Lowen and Stuart Bartram, representing the Edison Electric Appliance Company, Chicago.

An Initial Appeal to Home Builders and Financing Agencies

The first appeal was made in the shape of a petition to the companies interested in financing or constructing new homes, including architects. This petition, when properly signed,

Builders and Architects' Agreement

C. R. DILLMAN, Local Secretary,
Edison Better Homes Campaign,
The Northern Ohio Traction & Light Company,
Akron, Ohio.

Gentlemen: In reference to your appeal for support in conveying to our constituents the advisability of equipping homes with modern electric conveniences, we, the undersigned, do hereby recommend the use of such modern electrical conveniences as will eliminate considerable labor in the homes and result in safer and more sanitary conditions. We are in accord with the general plans of the Edison Homes Campaign and will endeavor to have the homes which we are interested in building wired at the time of building to take care of the possible purchase at any time of such modern conveniences as are now being demanded by the public in general, namely, the electric range, vacuum cleaners, washing machines, mangles, electric irons, etc.

We also understand that we are at liberty to call upon you at all times for advice regarding proper wiring to be used to take care of the possible future demands for appliances which you think will be eventually used in the type homes we are interested in building.

We also understand that you will furnish us with printed statements explaining the twelve most important reasons why each of these modern conveniences should be used in every home, and we understand you will furnish us with a reasonable supply to circularize our prospective home purchasers.

Signed

When this builders and architects' agreement was published, with signatures, in the local newspapers it was the real feature

of the campaign. The actual form carried space for many more signatures than is here shown.

was printed in one of the local newspapers. A copy of this petition, which the architects themselves signed, is published with this article. Its publication in the daily newspapers was the real feature of the campaign. All of the work in connection with securing the signatures, the local publicity, etc., was handled by the local central station. The manufacturers furnished the twelve impor-

tant reasons "why the electric method is better" for each subject, including arguments for electric ranges, vacuum cleaners, washing machines, mangles, electric irons, etc.

In addition to this each building company and each architect received a membership card signed by Mr. Dillman, who was made the local secretary of the Edison Better Homes Campaign. This membership

card showed that the architect or builder had been elected to membership in the Edison Better Homes Campaign and agreed to promote the idea of using modern conveniences for labor saving in

dorsement of his architect or builder, and the fact that these people would publicly indorse electric cooking, it was thought, would assist the salesmen very much in closing any deal. Moreover, it was felt that such an

teen men, with only one man specializing on electric ranges. During the week of the campaign sales were made at the store by a sales force of six people.

The results of the sale were as follows: The ranges were sold at list price plus installation cost and in every instance the customer made a deposit of at least \$25. The average deposit was \$40. The total amount of ranges sold during the week amounted to \$20,180, with an average of \$141.50 per sale. The campaign did not lose its impetus at the end of the week, and during the first five days of the week following seventy-one ranges more were sold, making the total number of ranges sold during the one week and five days 231. This brought the gross sales of electric ranges up to more than \$30,000. It is notable that during this sale, in spite of the fact that the co-operation of home builders and financiers was sought, 98 per cent of the ranges were sold singly to homes owned by direct consumers and the other 2 per cent were sold in bulk to builders of groups of buildings or apartments.

Range Installation Order

THE NORTHERN OHIO TRACTION & LIGHT COMPANY,
AKRON, OHIO.

Date.....

Gentlemen: You may consider this your authority to install at No. Street, one, type....., finish, electric range at a price of \$....., provided the cost of changes in house wiring and service connections to your lines does not exceed \$....., or a total of \$..... This order is given you with the understanding that your engineering department will approve the installation of a range at this location, and there is no obligation on your part to install the range if this approval is not given.

It is understood that this range will be paid for by (cash in full on delivery) in case the installation is approved by your engineering department.

Changes in house wiring required for the proper operation of this range should preferably be installed by..... and changes in service connections made by your company.

Yours very truly,

This contract eliminated the necessity of making a load survey before the range sale was closed.

the home. This membership card entitled the holder to a reasonable number of copies of the "Twelve Reasons Why Electrical Appliances Should Be Used in Every Home."

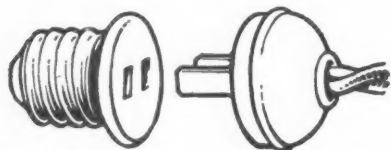
Enlisting Builders' Support

The motive back of the campaign was to convey the fact that electric cooking is entirely practical. The originators figured out that any one building a home or living in one would consider very highly the in-

indorsement would also create in the minds of other people who were financing or building homes an impression that the home without an electric range was not modern and this would react on other architects and cause them to specify ranges in the desire to keep up with the times.

During the campaign there was no cooking demonstration, and only two electric ranges were shown on the floor of the Electric Shop. The Electric Shop covered a floor space of only 20 ft. x 35 ft. and there really was not room for much more. The selling of the ranges was accomplished by representatives of the Electric Shop. The manufacturers' representatives assisted where necessary, but did not close deals. The contract form which is shown herewith was worked out in order to make it possible to complete the sale of an electric range subject to the approval of the engineering department, thus eliminating the delay of making an investigation of transformer capacity before the sale could be closed. The total sales force during the campaign consisted of thir-

The Standard Separable Plug with Parallel Blades



Fits any standard safety receptacle with parallel slots, or any standard lamp socket if no parallel-slot outlet is available.

Made by twelve competing manufacturers.

Now furnished with 200 lines of household and office appliances.

They Had 'Em in Franklin's Time

"There are croakers in every country, always boding its ruin. Such a one then lived in Philadelphia; a person of note, an elderly man, with a wise look and a very grave manner of speaking; his name was Samuel Mickle.

"This gentleman, a stranger to me, stopped one day at my door and asked me if I was the young man who had lately opened a new printing house. Being answered in the affirmative, he said he was sorry for me because it was an expensive undertaking, and the expense would be lost; for Philadelphia was a sinking place, the people already half bankrupt, or near being so; all appearances to the contrary, such as new buildings and the rise of rents, being to his certain knowledge fallacious, for they were, in fact, among the things that would soon ruin us. And he gave me such a detail of misfortunes now existing, or that were soon to exist, that he left me half melancholy. Had I known him before I engaged in this business probably I never should have done it.

"This man continued to live in this decaying place and to declaim in the same strain, refusing for many years to buy a house there, because all was going to destruction; and at last I had the pleasure of seeing him give five times as much for one as he might have bought it for when he first began his croaking."

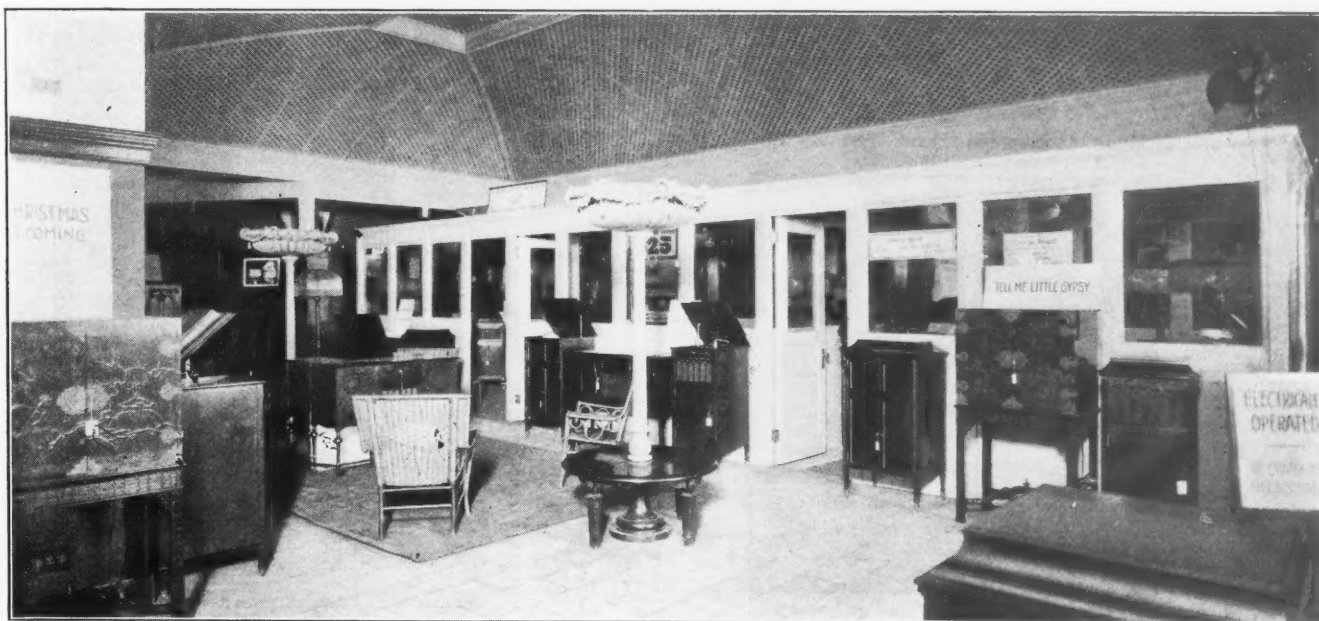
—Benjamin Franklin's Autobiography.

The Merchandising Possibilities of Electrically Operated Phonographs

This New Line Attracts Additional People Into the Store and Permits Other Lines of Electrical Merchandise to Be Effectively Displayed—The Business Is Profitable and the Turnover Is Similar to that of Washing Machines—Information Is Given on Floor Space, Investment and the Amount of Servicing Required

By E. A. EDKINS

Manager of Electric Shops, Commonwealth Edison Company, Chicago, Ill.



Specialty phonograph shops have educated their customers to expect comfortable and artistic surroundings when purchasing phonographs and records, and the electrical contractor-dealer who wishes to handle electrically operated phonographs must meet this competition. Above is the electrically

operated phonograph section in the electric shop of the Commonwealth Edison Company, Chicago. The row of sound-proof booths in the background are of the 9 x 12 size for demonstrating machines and are large enough to hold four or five machines at a time without overcrowding. The

booths are against the wall of the building and each has one entrance. The space is lighted from the two indirect lighting pedestal-type fixtures in the center. The record booths are to the left of the reception room. The record booths measure 6 x 9 ft. each.

ELECTRICAL retail stores, by reason of their comparatively narrow appeal to the buying public, are in urgent need of any new electrical device that will enable them to broaden their appeal.

A well-equipped department for the sale of electrically operated phonographs has proved to be a most effective means of inducing a larger number of people to enter an electric shop and to become acquainted with its attractive lines of merchandise.

We have had washing machines, vacuum cleaners, ironing machines, etc., administering to the comfort and convenience of the home and relieving the housewife of her most arduous and disagreeable tasks. And

on the other hand we depend on the artistic appeal, with the wonderful decorative qualities of portable lamps, silk shades and lighting fixtures. And now we have the electrically operated phonograph.

There has been a tremendous development of the talking machine business within a brief span of years, due not only to splendid production methods and sales organizations but also to the fact that there is a place and a distinct demand for a talking machine in every home in this country. Coincident with the extraordinary improvements in tonal quality of these machines witnessed during the past few years there has been a great advance in their artistic design. It is this artistic tendency that

is responsible for the recent development of a practical type of electrically operated phonograph. For, surely, the appearance of a hand-organ crank protruding from the side of a beautiful Louis XVI cabinet presents an effect but little less grotesque than a derby hat perched on a bust of Shakespeare.

Our own experience in handling this new line of electric motor operated talking machines in Chicago is hardly a year old, and it would therefore seem premature to attempt to predicate the sales possibilities in this field solely on the sale of a few hundred machines. In view, however, of the number of inquiries which the writer has received from various sections of the country, it

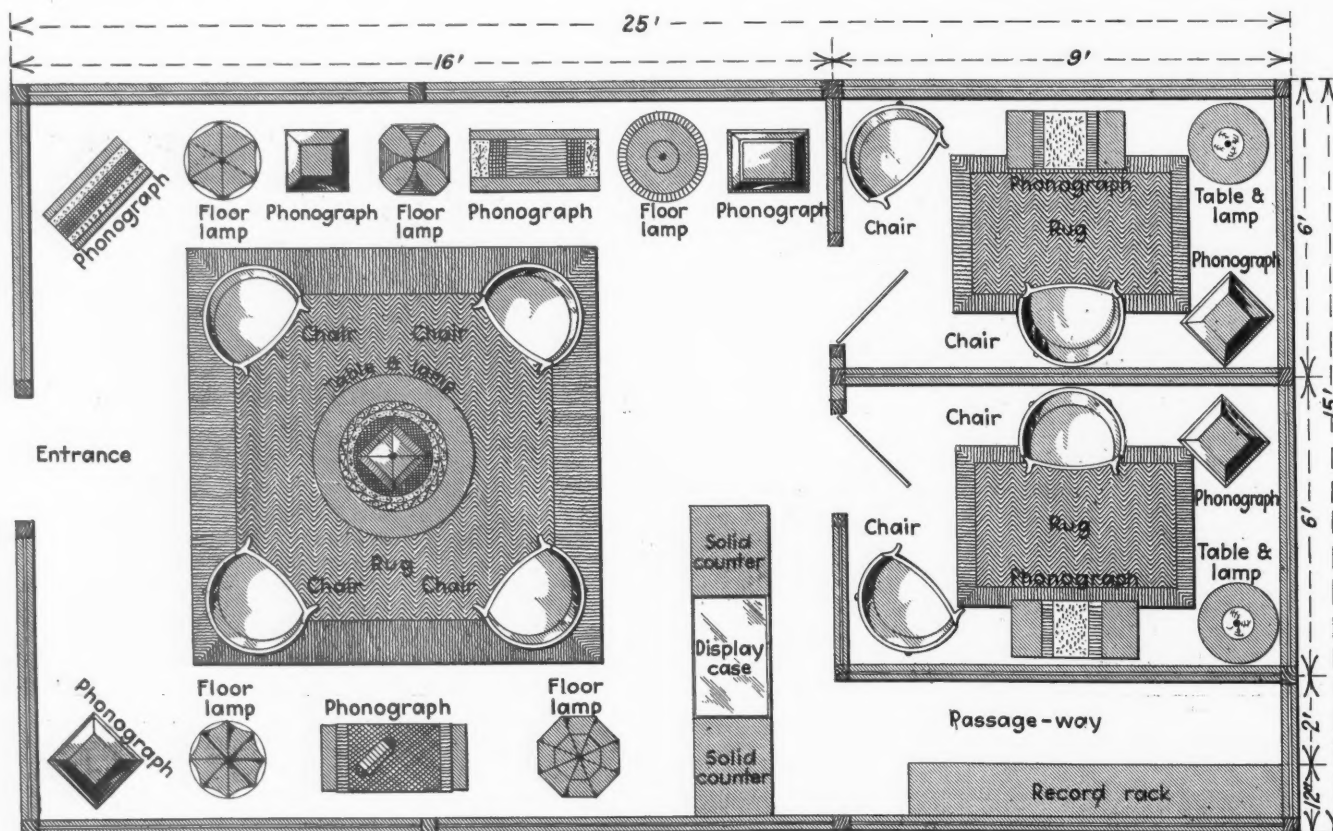
may be of interest to mention a few of the things which we have learned and which may be useful to those planning to take on the sale of electrically operated phonographs.

In common with the washing machine and the vacuum cleaner, the electrically operated phonograph requires careful servicing during the year following its sale. It should be oiled and adjusted about every three months, and the purchaser should be thoroughly instructed in its operation. He should also be called up

installed in the machine before it is delivered to the customer. We therefore pack these parts separately. The motor table and tone arm are then installed and adjusted after the machine reaches the customer's premises. This eliminates many complaints and also impresses the customer with the fact that the instrument is not only a valuable but a somewhat delicate piece of mechanism which must be handled with reasonable care.

An adjuster who is a fast worker

these goods. A small phonograph section could be installed in a space of about 15 x 25 ft. The necessary equipment for such a department consists of a stock rack for holding records, which are arranged in numerical order so that they may be easily found by the salesman; a display counter in front of the record rack, over which records and phonograph accessories may be sold and in which they may be displayed, and at least two sound-proof demonstration booths with glass-paneled sides



Here is a sample layout of an electric phonograph department for the small store. Each sound-proof booth contains a couple of chairs and at least one floor lamp, a small table with an attractive lamp on it, and at least two phonographs for demonstrating purposes. The two booths shown in the

sketch measure 6 ft. x 9 ft. each, but many more machines can be shown at one time if 9 x 12 booths can be used. The reception space in the foreground should be very attractively furnished and part of the furniture can well be sample machines of the art model types. These machines will be

so high in price that they will be very seldom called for, but their presence adds tone to the store and they have been found to help sell the lower-priced machines. Every machine and piece of furniture must be kept spotlessly clean and well polished, or sales will suffer!

shortly after the phonograph has been delivered and asked whether the machine is giving satisfaction. We have found it desirable to follow the excellent practice of the piano houses, which always send a finisher to give the instrument a thorough cleaning and rubdown after it is installed.

In our case, however, this work is done by the "adjuster," who delivers the machine, sets it up and adjusts it for proper operation. The electric motor, tone arm, reproducer, etc., require delicate adjustment and are very apt to get out of order if

should, with a Ford truck, be able to install, adjust and demonstrate from eight to twelve machines a day, depending on the territory covered.

A Specialized Business

The merchandising of phonographs is a highly specialized business. The specialty shops engaged in the sale of phonographs and records are usually beautifully equipped for this purpose, so that any electrical dealer entering this field must be prepared to spend certainly \$2,000 in properly fitting up the section in his store devoted to the display and sale of

and doors. More booths may be added as required; also, there may be a small space adjacent to the booths comfortably furnished with a rug, one or two tables, chairs, etc. Any attempt to sell either records or phonographs without having a proper booth in which to demonstrate them is foredoomed to failure. The Unit Construction Company, Fifty-eighth Street and Gray Avenue, Philadelphia, is one of the concerns from which these booths may be obtained.

Most of the leading manufacturers of phonographs make their agency arrangements direct with the dealer,



The sound-proof booths shown behind the record counter are of the 6 x 9 size for demonstrating records only, and as only one phonograph is required in each booth, these booths are smaller than those used for demonstrating machines. The record booths have two doors instead of one. In this particular case the reception room is on the far side of the booths and the customer is brought into the booth from that side. The door is then closed and the

salesman uses the door shown in the photograph to leave the booth and get the records which are on racks running at right angles to the counter and between two sets of three booths. One end of the record rack can be seen to the right of the post in the center of the picture. Needles, reproducers and other phonograph accessories are kept under the counter, which is largely used to display the latest records and list of new selections that are available.

who usually gets a discount of 35 to 40 per cent. Other and less well-known machines may be purchased through jobbing houses, particularly what are known as the assembled types of phonographs, in which the same machine, or practically the same machine, is sold under several different labels.

In the larger cities it might be possible to make an arrangement to carry a small sample line and draw upon the local jobber or distributor for machines as sold. Most of the dealers are expected to carry their own stocks, and a small dealer should have from twenty-five to fifty machines on hand unless he has the stock of a local distributor or jobber to draw on. The initial investment for stock would be probably not less than \$2,000 to \$3,000 and the turnover should be about the same as in washing machines.

Salary and Commission

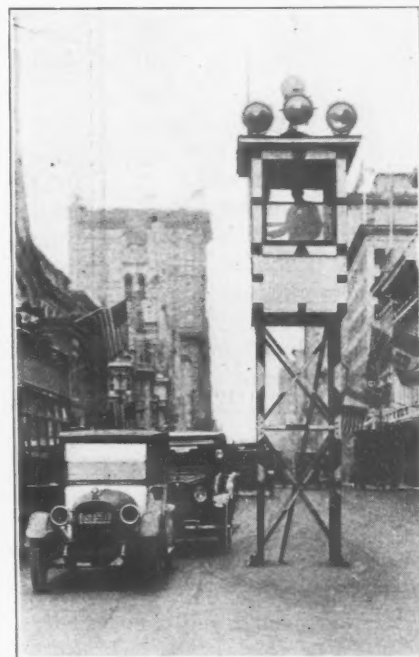
It is the general practice to pay phonograph salesmen a moderate salary and a liberal commission. For this reason a great deal of the phonograph salesman's work is done after business hours, when he follows up prospects and works up business among his friends and acquaintances. However, it is not easy to obtain good phonograph salesmen and there seems to be no middle ground—they are either good or they are "rotten."

A phonograph salesman must, of course, be fully posted on the mechanical construction and tonal quality of the machine he is selling. He must also have a good working knowledge of the other principal makes on the market and must be familiar with their various characteristics. Taking for granted his sales ability and his knowledge of the product, his further value as a salesman is in direct proportion to his knowledge of music, composers, singers, orchestras, and in fact the whole musical field. An ability to talk fluently and intelligently on these subjects is of tremendous advantage to the salesman because thousands of people who know nothing about music must be interested in the purchase of phonographs. When interviewed by the salesman, these people realize, perhaps for the first time, that there is such a thing as musical art.

It therefore is the function of the expert salesman to show them the wonderful scope and the fascinating possibilities of the musical field, to prove to them how easily and delightfully one may acquire a broad knowledge of the best music, and to create in them a desire to acquire a fine musical library of records. And indeed you may never sell your customer more than one phonograph, but if he is properly sold, he becomes a permanent customer for records year after year.

Have Your City Adopt This Electric Traffic Signal System, Too

There is hardly a city of any size which hasn't its local heavy-traffic corner, offering an opportunity to the electrical contractor for the installation of an electric traffic signal system like that, for example, recently instituted on Fifth Avenue, New York City. Signal towers about 20 ft. high are erected at five points on the avenue, in view of every driver on the street. Each tower is equipped with two sets of three flood lights, one set facing north, the other south, while above the center of every tower is a single globe unit, containing six 40-watt clear lamps, which serves as a signal for east and west pedestrian traffic. As long as the yellow floodlights are on, traffic proceeds up and down Fifth Avenue. Lighting of the red lamps is the signal for all traffic to stop. The green lights then give the signal for crosstown traffic to cross the avenue, while the avenue traffic



The heavy traffic on Fifth Avenue and the principal cross-streets in New York City moves with no confusion and very little delay because of the efficiency of this electric traffic regulator.

waits. The changes of signals are announced by the color as well as by a gong in the tower. The system has decidedly improved the movement of traffic on the avenue, relieved congestion and reduced accident hazard. Its operation is being watched with interest by many other cities.

Use Accident Clippings to Help Sell Flashlights

Newspaper readers will recall how, when the three naval balloonists were lost in the wilds of Canada, in December, a pocket flashlight retained by one of the reserve officers proved of the greatest usefulness in helping the three wanderers to find their way after nightfall.

Commenting on this experience, Ammett Moore, assistant general sales manager of the American Ever-Ready Works, observes:

"Very few of us have occasion to go ballooning, and to be precipitated into the wilds of the north, but all of us, in our daily and nightly life, are subjected to the dangers which lurk in the dark and we should guard against these dangers by having our flashlights handy.

"Our company has therefore suggested to its dealers that whenever there are local accidents due to darkness and which a flashlight might have prevented, advertising be built around the occurrence. One very simple way of doing this is to clip the story of the accident from the local paper, paste it on a card with a caption reading: 'A flashlight might have prevented this.' A window display built around such a card is a sure sales stimulator."

Time Saved in Selling Lamps

Since lamp manufacturers have adopted the present practice of wrapping each lamp in a paper carton and then twisting the ends together, it has been a difficult problem properly to display lamps for a retail customer without a considerable loss of time. In addition to the time lost unwrapping and rewrapping the carton, further time is lost because the cartons are not labeled and the lamp stocks frequently get mixed up by the lamps being replaced on the wrong shelves.

These difficulties have all been overcome in the offices of the East St. Louis Light & Power Company by what is called a lamp wheel, which

looks something like the steering wheel on a ship. This wheel is 20 in. in diameter and wide enough so that a standard flush Edison receptacle can be countersunk into it. Twenty of these receptacles are mounted on the rim of the wheel. One side of each receptacle is wired to a common point inside the hub and the other side is connected to a segment of a device somewhat similar to a commutator. Energy is supplied to the wheel by means of brushes and the brush on the commutator is wide

"We Have Only Begun the Use of Electricity in the Home"—Steinmetz

ELECTRICITY, which solved the servant problem for the American housewife when the war put up wages, will make housekeeping increasingly easy in the future," said Dr. Charles P. Steinmetz, the "wizard of electricity," to a newspaper interviewer last month.

"We only have begun the use of electricity in the house," he said. "There are washing machines and ironing machines and cleaning machines and devices for cooking and for heating by electricity. They will grow in the future tremendously. You noticed that during the war, while everything else went up, the cost of electric current remained low. In the future mines



Charles P. Steinmetz

will be electrified and the cost of coal will be reduced, and with that reduction will come a reduction in the cost of current.

"Electricity will be much more generally used in housekeeping than it is now, further solving the servant problem."

Discuss Cost Figures—After Job Is Let!

"Let your weekly or monthly contractor association meetings be of two kinds," advised William L. Goodwin in speaking before the French and English electrical contractors' associations of Montreal, Que., in October.

"At one meeting invite in 'outside' electrical speakers, men from other branches of the industry, who can tell you the things that are going on

in their branches and can explain how these developments will affect the business of the contractor-dealer. Get a good merchandising man from one of the leading general stores of the town to speak on the selling of electrical appliances. Get a representative of the local inspection authorities to talk before the association.

"Then make the next meeting of your association a sort of a 'family' affair, with only contractor-dealers present, for the discussion of the problems of the business. In this way alternate your meetings, first an 'outside' or general session and then a contractor-dealer session.

"At the family meetings one of the most helpful items on the program will be the frank discussion of prices computed and estimates made on jobs. But make very sure that you do not discuss any job until after it has been definitely placed and the contract let! Then get the successful bidder to 'justify' his bid, to write

down the items on a blackboard out in front of the meetings, and to prove to his audience and to his own conscience that he has included all items and that he has covered everything. Have other bidders on the same job produce their figures and compare the bids item by item. Such comparisons will always prove very instructive and many interesting points will invariably be brought out. But do not discuss in your association any price figures on any job until *after that job is let!* On this point an ounce of common sense is worth a pound of cure."

enough to light two lamps at one time. The wiring and electrical connections are concealed in the wheel and its support is mounted on the wall at a point convenient to the lamp counter. The lamps placed in the receptacles run from 10 watts to 100 watts inclusive in the various types most frequently called for. An individual lamp or two adjacent lamps can be energized as desired. With these arrangements comparisons as to size, style, brilliancy, etc., can be quickly made for the benefit of any customer and the order filled without unwrapping stock.

We're Beginning to "Electrify" Furniture, Too!

Dining Tables, Dressing Tables, Beds, Pianos and Many Other Articles of Furniture
Wired for the Convenient Use of Electrical Appliances Would Be Welcomed
by the Housewife, Would Increase the Use of Electrical Appliances,
and Would Provide the Furniture Manufacturer with a
New Selling Appeal

By LIDDA KAY

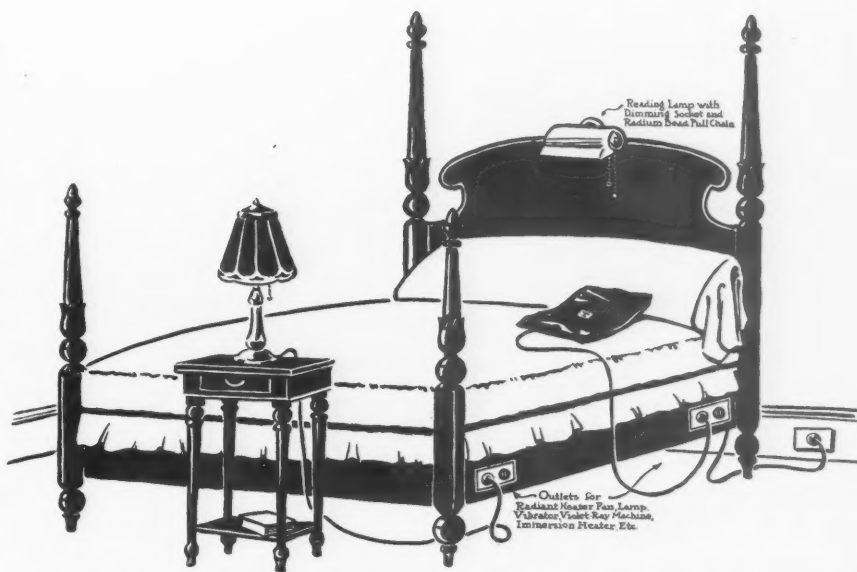
SOME day—by the time, perhaps, that every home in the land is a model "home electric"—we shall look back upon our ideas of today and realize what a mere skeleton or framework of the things that were to be was even the most ambitious "home electric" of 1921. Nothing could be more complete, we think now, than the electric service presented in one of these homes. Electric kitchen and laundry equipment, electric dining room conveniences, and enough outlets to make possible the use of all the other household appliances—what more could the housewife ask to make her tasks easy and her home comfortable?

For one thing—"electrified" furniture.

And do you know what will bring this about? Nothing more nor less important than the need and convenience of the housewife herself!

Sooner or later she will insist on having the dressing table wired, for example—permanently wired, with outlets in it to receive such dressing table accessories as the electric hair waver, hair drier and vibrator. If you've ever had to crawl *under* the dressing table or bend down half a dozen times a day to connect and disconnect these appliances—and the fan and vacuum cleaner besides—with the wall baseboard receptacles, you'd know how those two little outlets in the dressing table, right at her elbow, would appeal to a woman.

The dressing table, also, needs receptacles for those important items dear to the feminine heart, the electric curling iron and violet ray set. More than that, dressing tables are already being produced by furniture manufacturers having dainty lamps



Considering that most of us spend one-third of our lives in bed, one would think this piece of furniture, at least, would play an important part in a well-regulated "Home Electric." Here we see it equipped to connect warming pad, reading lamp, elec-

tric fan, heater and any other of the electrical accessories one likes to use, without the trouble of jumping out of bed to switch on or off. A luxury?—no, a necessity, especially when one reflects that every bed becomes on occasions a sick-bed.

built on either side of the mirror, at the right angle to color softly milady's face while dressing, and of a design and quality in harmony with the rest of the dressing table. Seeing women exclaim over this charming addition to a dressing table the wonder is only that more manufacturers have not followed the same example.

If for no other reason than to eliminate the need of bending so often, electric outlets in furniture would be justified, from the woman's point of view. In fact, that is the self-same reason that is dictating so many other changes in modern household equipment and furnishings. Why are kitchen sinks and drain boards being made higher now than formerly? Simply that the

housewife need not bend while at work. For the same reason, cooking ranges are being built higher with ovens on a level with the elbows; the ironing board is built on an adjustable framework, so the housewife can raise it to the height most comfortable for her; with the new dustpan, she does not have to bend to sweep up the last pile of dust, and even the sanitary kitchen refuse can is made so that a touch of the foot on a spring causes the cover to open.

Count the number of times a day a woman would have to bend to connect her various electrical appliances to out-of-the-way outlets and you will appreciate the need for wired furniture. Even when the outlet is waist high a change of tenants or ownership frequently means that a

piano, bed or china closet must come directly in front of the outlet, although such need not be the case.

A Wired Dining Table vs. the Dangling Cord Decorations

Yes, the electrical home of the future undoubtedly will have wired



With a wired table having three little outlets right under her hand, the hostess has instant control of all table appliances and lamps—and has no more anxious moments wondering whether her guests' feet are getting tangled in three or four cords dangling under the table.

furniture, and one of the first pieces to go into it will be the wired dining room table. Knowing the daily pre-breakfast rites of many families in the ceremony of connecting the percolator to the lamp socket above the table and the toaster and waffle iron to the floor outlet, if not to another lamp socket, the wonder is not that there has been some grumbling but that those appliances continue to be used day after day despite the difficulties of connection! Surely a wholesome tribute to the value of electric table service!

The wired dining room table, of course, is nothing new, but once women generally know of its possibilities, they will look as keenly for it as they now look for the percolating element in coffee pots, or for laundry chutes in the prospective homes which they are inspecting. Now, the hostess has many anxious moments wondering whether her guests' feet are getting tangled in all the appliances and lamp cords under the table. With a wired table having simply three little outlets right under her hand, on the wooden piece under the table's edge, she has easy control of all the table appliances at her fingers' ends. With this arrangement, there need be no hole cut in the tabletop or in the house-

wife's treasured table linen and no dangling cords under the table. Also, the problem of connecting electric table candelabra is solved.

Then, there is the wired bed. Frequently the only place for the bed in a room is over against the wall outlet. If one wants to use the heating pad in bed, he pushes the bed aside, or else connects the pad a dangerous length across the room to the lamp socket—or else, as more commonly happens, cannot use it at all in bed. Beds can be wired, however, to connect with that elusive baseboard outlet, the bed itself having two or more outlets in the side, so that merely by reaching down while in bed one can connect the heating pad. Also, a wired bed means the luxury of being able to turn on and off, while in bed, the electric fan in the window on hot summer nights, or to light the reading lamp, or to illuminate the clock dial, or, on cold winter mornings, turn on the radiant heater near the bed. Some furniture manufacturers have already produced beds with reading lamps or brackets built into the headboards, so that just by reaching up one can switch on or off the light for reading.

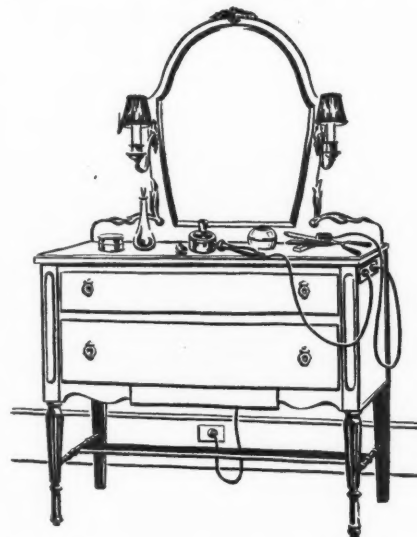
From Tea Wagon to Medicine Closet

The list of furniture articles on which electrical equipment would make an instant appeal to the housewife extends all the way from the tea wagon to the medicine chest. Any woman who has tried to use an electric samovar and toaster and perhaps a dainty lamp on her tea wagon knows what it means to have to disconnect all three if she wants to move the wagon a few feet or else



With the tea wagon itself wired and connected to a wall receptacle, samovar, toaster and lamp are all conveniently plugged right in the table itself. As the ad-men say, "Once having seen it, the housewife will take no other!"

have three cords trailing across the room. With the table itself wired and connected to a wall receptacle, her samovar, toaster and lamp are all conveniently plugged right in the



Besides being a really beautiful addition to the dressing table, permanent lamp brackets like these enable the table to be shifted wherever millady's fancy dictates instead of having to be placed always between the same two wall brackets. Note how outlets in the side of this dressing table facilitate the use of vibrator, electric hair waver, etc.

tea wagon itself. Just to list a few of the other pieces that the housewife would like to see "electrified" there are:

Serving Tables.—Frequently one must crawl under this table, also, to reach a wall receptacle. Wired somewhat on the plan of the dressing table, it should have receptacles for the percolator, samovar, toaster, waffle iron, plate warmer, lamp—or even the vacuum cleaner!

China Closets.—Breakage of glassware and china on dark shelves may be prevented by having the cabinet interior equipped with lamps which automatically light when the door is opened and go out when it closes.

Kitchen Cabinets.—These also may be equipped, like the china closet, with automatic lighting, as well with a receptacle in the side for the electric egg beater and mixer, polishing machine, dish washer, etc.

Refrigerator.—The refrigerator is often of necessity in a dark corner, and a lamp which automatically lights the interior when the door is opened will at least keep one from dipping one's hand into the apple sauce when reaching for the milk bottle.

Davenport and Chairs.—These may be designed to accommodate

(Continued on Page 162)



Lighting Fixture Industry Lays Plans for 1922

Permanent Home for Fixture Market, Separate Dates for Market and Conventions, and Design Piracy Tribunal Considered at Buffalo

WITH three conventions and the annual Fixture Market of the lighting fixture industry proceeding simultaneously at Buffalo during the week of Feb. 14 to 18, the \$200,000,000 fixture industry easily revealed itself, to all beholders, in its relation as one of the very largest of all the groups in the whole electrical industry.

Nearly eight hundred persons sat down to the joint dinners and luncheons of the National Council of Lighting Fixture Manufacturers, the Lighting Fixture Dealers' Society of America and the Illuminating Glassware Guild, held during the week, and there is little doubt that several hundred more persons interested in the fixture trade visited the Fixture Market itself, without registering.

Chief interest centered, of course, around the Lighting Fixture Market in Elmwood Hall. There were 130 booths on two floors, and many of the displays were strikingly beautiful. Indeed, some of the manufacturers had gone to so much expense and pains in arranging their booths for the brief four-day display that

a plan was developed during the week to have hereafter a permanent display of fixtures located in some central city. One proposal contemplated investing several hundred thousand dollars in a building to be erected for the special purpose of a Fixture Market, wherein the market might be held each year extending over several weeks or months. During the intervening weeks the building could be sublet for other exhibition purposes.

To Hold Conventions and Fixture Market Separately Hereafter

Booths with closed-in ceilings, necessary for displaying fixtures, are not required for any other kinds of exhibits. Such booths are expensive to build and the burden is a heavy one when the booths have to be dismantled and discarded after each market. A permanent Fixture Market building would avoid this waste. It is proposed to finance such a building by a stock sale in \$100 shares to dealers and manufacturers.

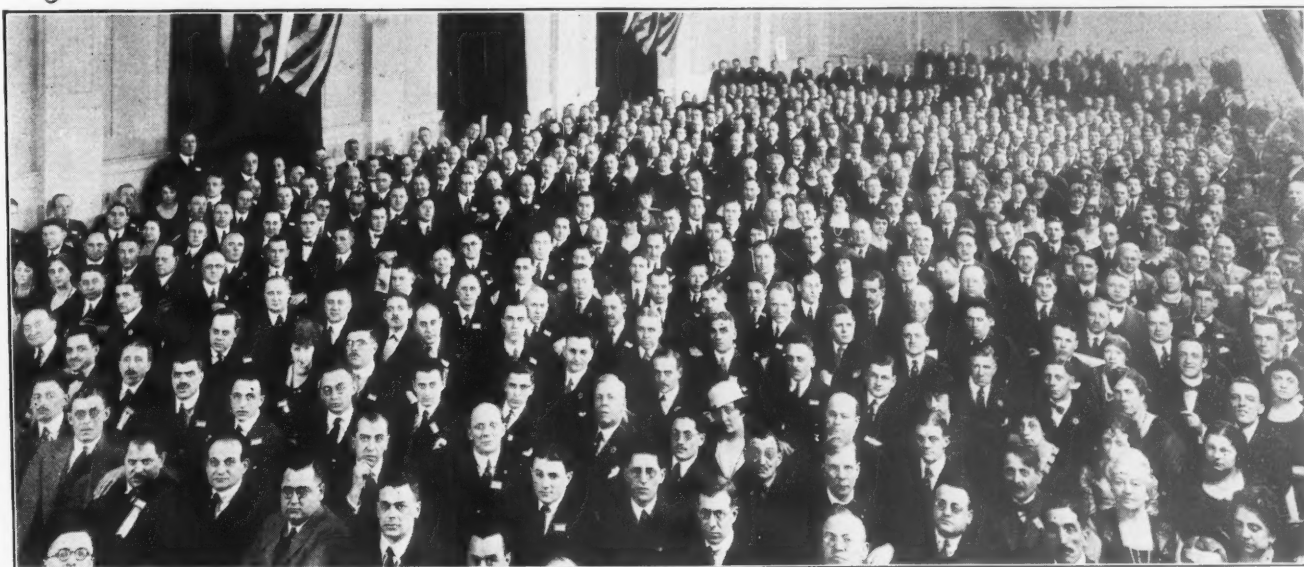
Although the question of a permanent Fixture Market will not be

settled definitely until next year, it is a foregone conclusion that the fixture conventions will hereafter be held at another time than the Fixture Market itself, leaving the manufacturers and dealers free to conduct their business without interruption by the sessions. Such a plan will also permit attention to be concentrated more closely on constructive convention programs, it is believed.

The plan to establish a tribunal to pass on charges of piracy of fixture design, as outlined in the February issue of *ELECTRICAL MERCHANDISING*, page 58, by E. T. Caldwell, chairman of the committee on design, was adopted with minor amendments permitting action by local committees. Much interest was also manifested in proposals to stimulate design by Messrs. Franz Brzezckowski, Chicago; W. R. McCoy, New York, and W. E. Cochran, Cleveland.

The work of the Illuminating Engineering Society was explained to the fixture men by W. T. Blackwell of the Westinghouse Lamp Company and by Herman Plaut, who later secured a number of sustaining memberships for the I. E. S. from fixture companies. Closer contact will undoubtedly hereafter be established between the I. E. S. members and the fixture bodies.

Daily features of the convention were the get-together luncheons of



Eight hundred fixture manufacturers, fixture dealers, and persons interested in fixture selling were present at the great joint banquet of the three associations held on the evening of Feb. 17 at the

Hotel Lafayette, Buffalo. Besides filling up the room shown the crowd overflowed into two other large banquet halls adjoining. Large joint luncheons marked each noon of the four days.



20 Representative Designs and Popular Novelties from the Buffalo Lighting Fixture Market of 1921



Lightoller Company
Wm. R. Noe & Son
The Perfectlite Co.
M. Eisenberg
Colonial Chandelier Company
H. Northwood Company
Gillinder & Son
Highlands Mfg. Co.
Gleason-Tiebout Glass Co.
National Chain Co.
Biddle-Gaumer Co.
Reliance Metal Spinning & Stamping Co.

The Scott Ullman Company
Star Glass Co.
Art Metal Manufacturing Co.
Universal Metal Spinning & Stamping Co.

L. Beyer & Co.
The Jefferson Co.

New York City
New York City
Seattle, Wash.
New York City
New York City
Wheeling, W. Va.
Philadelphia, Pa.
Muncie, Ind.
Brooklyn, N. Y.
College Point, N. Y.
Philadelphia, Pa.
Brooklyn, N. Y.
Cleveland, Ohio
Star City, W. Va.
Cleveland, Ohio
Follansbee, W. Va.

Phoenix Glass Company
Phoenix Light Co.
Sulzer & Co., Inc.
Moe Bridges Co.
Art Lighting Fixture Studios
The Mohrlite Co.
Horn & Brannen Mfg. Co.

Empire Metal Spinning & Stamping Co.
Alt-Le Lighting Fixture Co.
L. Kronenberg & Co.
Lincoln Manufacturing Co.
The Frankel Light Co.
Duplex Lighting Works
Macbeth-Evans Glass Co.
St. Louis Brass Co.
New Era Appliance Corp.
Thos. Day Company
New York Lighting Fixture Co.

New York City
New York City
Cleveland, Ohio
Detroit, Mich.
Cleveland, Ohio
New York City
Pittsburgh, Pa.
St. Louis, Mo.
New York City
San Francisco, Cal.
New York City
Pittsburgh, Pa.
Milwaukee, Wis.
Philadelphia, Pa.
Milwaukee, Wis.
Buffalo, N. Y.
Nashville, Tenn.
Philadelphia, Pa.

The Kayline Company
Beardslee Chandelier Mfg. Co.
The Morreau Co.
Moran & Hastings Mfg. Co.
Crown Electrical Manufacturing Co.
The Jefferson Glass Co.
Holophone Glass Co.
Novelty Lamp & Shade Co.
St. Charles Fixture Mfg. Co.
Falkenbach Mfg. Co.
The Virden Co.
Dallas Brass & Copper Co.
E. N. Riddle Co.
The Handel Co.
Max Schaffer
Bridgeton Chandelier Co.
Hocking Glass Co.
Ivanhoe-Regent Works
Mutual Lamp Mfg. Co.

Cleveland, Ohio
Chicago, Ill.
Cleveland, Ohio
Chicago, Ill.
St. Charles, Ill.
Follansbee, W. Va.
New York City
Cleveland, Ohio
St. Charles, Ill.
New York City
Cleveland, Ohio
Chicago, Ill.
Toledo, Ohio
Meriden, Conn.
New York City
Bridgeton, N.J.
Lancaster, Pa.
Cleveland, Ohio
New York City

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Meriden, Conn.
New York City
Bridgeton, N.J.
Lancaster, Pa.
Cleveland, Ohio
New York City



FOR the benefit of its thousands of dealer readers who were not able to attend the Buffalo fixture conventions and Lighting Fixture Market, ELECTRICAL MERCHANDISING has assembled this copyrighted collection of some of the most popular and attractive designs at the show.

These examples show the present tendencies in fixture design, and reveal the marked trend of popular taste toward more artistic and higher-class fixtures. The

designs here reproduced have been carefully selected as being representative of the leading exhibits at the show, although pictures secured by ELECTRICAL MERCHANDISING of an additional number of attractive fixtures did not lend themselves to reproduction, and so had to be omitted from these pages. More than 100 firms exhibited at the Lighting Fixture Market of 1921, among the number being the names of those which are listed below:



Brandt-Dent Co.
Bauman & Loeb
The Cassidy Co., Inc.
L. Plaut & Co.
The Peerless Light Co.
Eagle Manufacturing Co.
Gaites, Peace & Co., Inc.
Fibreduro, Inc.
C. G. Everson & Company
Kramer Bros. Lamp Co.
R. Williamson & Co.
Oscar O. Friedlander, Inc.
Gillinder Brothers
Star Chandelier Co., Inc.
Friedly-Voshardt Co.
Acme Lighting Fixture Co.
National X-Ray Reflector Co.
Wahle-Francois
Commercial Excelite Co.
Chicago Lamp & Fixture Co.

Watertown, Wis.
New York City
Long Island City, N. Y.
New York City
Chicago, Ill.
Wellsburg, W. Va.
Brooklyn, N. Y.
New York City
Chicago, Ill.
New York City
Chicago, Ill.
P. J. Jervis, N. Y.
New York City
Chicago, Ill.
New York City
Chicago, Ill.
Detroit, Mich.
Baltimore, Md.
Chicago, Ill.

United Metal Spinning & Stamping Co.
New York City
Pennsylvania Sales & Export Co.
Philadelphia, Pa.
Westinghouse Lamp Co.
F. W. Wakefield Brass Co.
Beatrice Irwin
General Electric Co.
Economy Fuse & Mfg. Co.
Aladdin Mfg. Co.
Solar Illuminating Co.
Champion Brass Works
Pennsylvania Glass & Mfg. Co.
Pittsburgh, Pa.
Meriden, Conn.
New York City
New York City
New York City
Brooklyn, N. Y.
Solvay, N. Y.

Bryant Electric Company
Cowan Co.
Gill Glass Co.
Daison Mfg. Co.
Fensterer & Ruhe
Mitchell-Vance Co.
Chas. V. Daiger
Art Metal Works
Mid-West Chandelier Co.
R. Milt. Retherford
Radiant Lighting Fixture Co.
Decorative Lamp & Shade Co.
Lloyd-Garrett Co.
Standard Light Co.
Corning Glass Works
George Ainsworth
The Erskine Glass & Mfg. Co.
Wellsburg, W. Va.
Brooklyn, N. Y.



Fixture Men Invited to Contribute Suggestions for Code Revisions

The desirability of having a small but representative committee of fixture men to confer with the Electrical Committee of the National Fire Protective Association, the committee which draws up the National Electrical Code, was recommended by Dana Pierce, vice-president and electrical engineer of the Underwriters Laboratories and chairman of the electrical committee, N. F. P. A., in his talks on Feb. 17 before both the dealers' and the manufacturers' conventions at Buffalo.

Such a committee of fixture men should be drawn from both the manufacturers' and dealers' associations, advised Mr. Pierce, and he emphasized the willingness of the Electrical Committee to take counsel from the fixture industry, and to adopt regulations which would be for the best interests and most useful service of the electrical industry as a whole.

The fact that the fixture industry had never before been invited to send a committee to discuss code topics, said Mr. Pierce, had been due to the absence of organization, heretofore, among both fixture dealers and manufacturers, so that the fixture groups could not be reached as readily as the other branches of the industry.

Get After the Lighting of Cellars—But Be Careful!

When a reporter for the *National Lighting Rays Convention Daily*, published during the Buffalo convention, asked Dave Frankel of the Frankel Light Company of Cleveland how business was, Dave replied that he had recently found an entirely new source for a tremendous lot of profitable business.

"The most important part of the house," continued Mr. Frankel, "will for the next hundred years be the cellar. Yet the need for carefully planned lighting of cellars is a matter no one has thought of. The wealth of good fellowship and spirits in cellars surpasses even the Elks' Club."

"Get after the cellar business, fellows," urges the scribe who penned the above—"but," he cautions, "be careful!"

"Let's Learn from the Ladies in Matters of Lighting!"

"Let's just see what a lot of things we can learn from the ladies in matters of lighting," was the counsel given by one speaker to the associated fixture conventions during the week of the Buffalo Fixture Market. "Go around to Miss Beatrice Irwin's booth at the Fixture Show and let her teach you things about color and shade and light filters and temperament,* subjects we mere men don't begin to know anything about."



Miss Irwin's booth accordingly proved one of the drawing cards of the show and was constantly surrounded with crowds listening to her tell how this or that lamp or light filter in her collection has a "sedative" action, while another is "stimulative." There are many other interesting types of lamps—"Nubis," "Vesta," "Mandarin," etc.—which Miss Irwin has developed at her New Color Science Center, 5 W. Thirty-ninth Street, New York City. The one she is pictured holding is known as "The Tower."

Fixture Makers Accept Dealers' Recommendations for Standards

The members of the National Council of Lighting Fixture Manufacturers have agreed to the following construction changes in fixtures in the interest of standardization, according to W. L. Collins, chairman of the committee on manufactures of the Lighting Fixture Dealers' Society of America, in his report to the society at Buffalo.

1. On all single chain suspension fixtures with lamps of 200 watts or over, $\frac{3}{8}$ -in. threaded iron pipe, with holes large enough to take two strands of No. 14 rubber-covered wire, will be used.
2. Outside lanterns and brackets to have $\frac{3}{8}$ -in. thread-size fittings for sockets,

ets, and $\frac{3}{8}$ -in. iron thread or larger for joint and crowfoot.

3. All candle fixtures and brackets where sockets are furnished to have new-style candle hickey and stem.

The dealers voted commending those manufacturers of complete fixtures who print a picture of the contents on the outside of each package for facilitating identification.

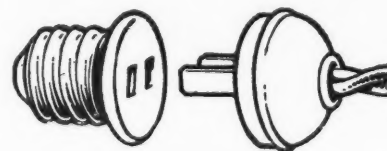
If Lighting Bills Were Payable at Fixture Dealers' Stores

"Tie up with your local electrical industry in your own home town, and get your fellow electrical men to help you sell more fixtures. This Home Electric idea is a practical work to get together on," was the message of O. H. Caldwell, editor of *ELECTRICAL MERCHANDISING*, in a talk before the Lighting Fixture Dealers' Society of America, at Buffalo on Feb. 17.

"The central station sales manager in your town is charged with the responsibility of getting all possible sales of electric energy for the lines of his company. To effect such sales he has the responsibility of helping every local electrical dealer to sell his wares, as well as to push sales in his company's own retail store, if the company operates one.

"This means that when the utility company runs an advertisement in the local newspaper, the names and addresses of other local dealers should (in the utility's own interests) be run at the bottom of the ad, along with the address of the electric lighting company's shop. It also means that the lighting company's lists of customers and prospects should be available for circularizing

Fixture Dealers Urge Standard Plugs on Portables



At the Buffalo convention the Lighting Fixture Dealers' Society of America passed a resolution calling upon all makers of portable lamps to equip all such lamps with the

Standard Separable Plug with Parallel Blades!



and solicitation by local dealers as well as by the lighting company men.

Sales of merchandise by local dealers result in more sales of electricity by the utility company, and wherever a central station sales manager is found blocking the dealers' sales efforts and withholding the company's help, the case should be carried high enough up into the executive organization until an officer of the company is reached who has at heart the real interests of the stockholders, rather than a selling record by the company's retail department, at the expense of its sales as a whole."

Mr. Caldwell also pointed out how sales of fixtures might be increased if the monthly bills of electric lighting companies could be made payable through local contractor dealers' and fixture dealers' stores, thus bringing into such stores each month hundreds of electricity users who would in this way have an occasion to see from time to time the attractive new designs which the fixture dealers are offering.

A "National Academy of Fixture Design" to Encourage Outside Designers

The proposal by Walter R. McCoy of the Cassidy Company, Inc., New York City, that a "National Academy of Lighting Fixture Design" be created under the auspices of the National Council of Lighting Fixture Manufacturers attracted much interest at the convention, and provoked a lively discussion among the members of the lighting-fixture makers' body.

In his paper Mr. McCoy first emphasized the conditions of lassitude in the industry toward new designs, and the pirating of existing designs—both of which have tended to discourage designers.

"I believe that we must turn to what may seem to many an entirely new and original plan for stimulating design," declared the speaker, "that this plan must go beyond the confines of the present business, and that it must grant equal opportunity to every member of this association to participate in its advantages. It

must bring in new blood in the designing field and show that there is material gain in fixture designing. It must do this without bringing an undue burden on the small manufacturer. Therefore, gentlemen, it is proposed as a solution that there be established a 'National Academy of Fixture Design.' I will outline the plan in mind very briefly:

"First, that this academy be composed of members of this association under the direct control of our national board, thereby confining its benefits to the members; that it be composed of men who are not designers; that they be appointed for a term of years that will prevent an interruption of consecutive endeavor. With such a group of men we have a start toward constructive development.

"The academy would then seek designs only from those outside of the trade. Invitations would be extended to all academies of fine arts, trade schools and other similar sources to have their pupils submit suggestions. A series of rules should be compiled by the academy governing the details of such a plan which will prevent the designer from going astray regarding the mechanical construction of such fixtures. Such suggestions as are submitted should be passed on only as to their practicability and not as to their artistic merit. At each convention these designs, carefully numbered and catalogued, would be placed on private exhibition for the members of this association.

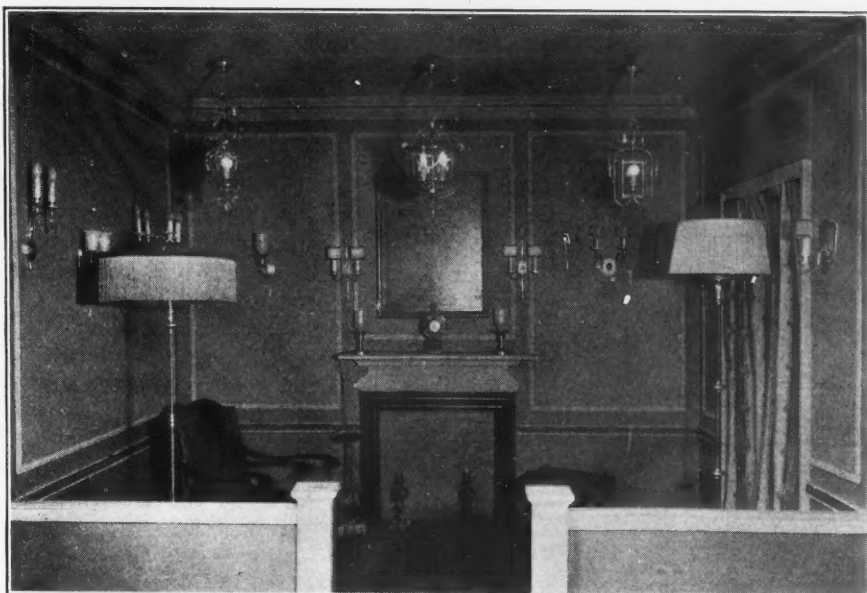
Every Design Offered Would Be Exhibited and Auctioned

"The academy should have no discretion as to what may be exhibited—everything submitted must be shown. However, those that have artistic merit might be copyrighted. On the last day of the fixture mart these designs would be put up at auction and be disposed of to the highest bidder. The design, including the copyright, would become the exclusive property of the purchaser. The academy should establish a minimum bid that will be accepted; this minimum price to be uniform in all cases. The purchase price in every instance should go to the creator minus the copyrighting cost, plus a small fixed fee to cover expenses. In the main this outlines the plan. Minor details could be worked out later.

"What would the result of this plan be? It would give every member an opportunity to buy his designs in open competition, carrying with them a copyright protecting him from copying, thereby removing the necessity of a small manufacturer maintaining a designing department. By a rigid rule compelling the disposal of designs at public sale, the possibility of any one getting a chance to pick up the best designs from the inside would be prevented.

"If a member of the academy wanted a design submitted he could have it, provided he bought in competition with the other members. It would place our membership in an enviable position because they would have the designing

Lighting Fixtures "For the Home Electric" Exhibited in a Home Setting



"Charmingly lighted homes are not obtained by the amount of money expended upon their treatment," says George Ainsworth of 576 Fifth Avenue, New York City. "Neither is the result produced by sheer simplicity. Successfully illuminated rooms are the result of a discriminate and intelligent selection of the lighting ornaments and the colors for the walls and the ceilings." This was the creed delicately suggested at every turn in Mr. Ainsworth's own booth at the Buffalo Fixture Market.

and those who saw this singularly charming and unified exhibit came away with a new vision of the possibilities for harmonious and discriminate lighting in the home. Mr. Ainsworth believes that wall brackets should be used primarily for decoration, and portable lamps for the important illumination of the room. His exhibit sought to cover every phase of this treatment, and with its setting of gray-blue paneled walls, mantel and curtain draperies, made it easy to visualize the lights in home surroundings.



ability of the entire country to draw upon to the exclusion of non-members. These are tangible results.

PLAN WOULD ENCOURAGE DESIGNERS WITH CASH REWARDS

"Let's see what else it would do. It would interest those who can design fixtures in the game because they are not handed blue ribbons or diplomas but real hard cash as the results of their efforts. It would uncover talent for those who need designers. It would bring the industry before the public as a seeker after the best. It would make of our business an art that really makes money.

"Therefore as a means of stimulating fixture designing in a way that will really stimulate, and that carries with it real results, I most earnestly recommend the adoption of some such plan as outlined."

Whom to Invite to Your Industrial Lighting Exhibit

From Feb. 15 to March 15, the Electric League of Pittsburgh conducted an Industrial Lighting Exhibit in the quarters of the local Chamber of Commerce. Invitations were sent out to the various educational and technical bodies listed below, one evening's demonstration being given over to each group. The invitations explained in detail how better industrial lighting—

1. Reduces accidents.
2. Increases production for the same labor cost.
3. Insures greater accuracy in workmanship.
4. Eliminates eyestrain.
5. Improves living and working conditions.
6. Adds to the contentment of workmen.
7. Encourages order and neatness in the plant.
8. Allows easier supervision of the men.

With reference to the Industrial Lighting Exhibit itself, special emphasis was placed on the point that the demonstration was purely educational in character, and not a scheme to advertise or sell lighting equipment.

The following list enumerates the various Pittsburgh organizations and groups which were invited to attend the Chamber of Commerce lighting demonstrations on the evenings named:

Date	Organizations
Feb. 16	Pittsburgh Press Club. Chamber of Commerce—officers and directors.
Feb. 17	Electric League of Pittsburgh. University of Pittsburgh. Vocational schools.
Feb. 19	Duquesne Light Company. West Penn Power Company.
Feb. 21	National Safety Council.
Feb. 22	Purchasing Agents' Association of Pittsburgh.
Feb. 23	Engineers' Society of Western Pennsylvania.
Feb. 24	American Institute of Architects.
Feb. 25	Carnegie Institute of Technology.
Feb. 26	Local Union No. 5—International Brotherhood of Electrical Workers.
March 1	Department stores and buildings superintendents.
March 3	Rotary Club of Pittsburgh.
March 4	Employers' Association of Pittsburgh.
March 5	Bureau of Electricity—City of Pittsburgh. Board of Fire Underwriters—Allegheny County. Duquesne University.
March 8	American Institute of Electrical Engineers.
March 9	Electrical contractors. Electrical dealers. Fixture dealers.
March 10	Builders' Exchange of Pittsburgh, Pa.
March 12	Association of Iron and Steel Electrical Engineers.
March 15	Pittsburgh Real Estate Board. Building Owners and Managers' Association of Pittsburgh, Pa.

Of such value to the Pittsburgh district is the exhibit considered that the Carnegie Institute of Technology will place it in its buildings after the demonstration is closed in the Chamber of Commerce, and will keep it as a permanent feature of the courses dealing with industrial lighting. The exhibit will thus be permanently available for the Pittsburgh District.

Constructive Fixture Advertising that Creates New Business

Not only does the electrical fixture dealer need to do more local newspaper advertising, urged William L. Goodwin in his address before the combined fixture conventions at Buffalo on Feb. 16, but it should be

Make the Dining Room the Sunshine Room

At the evening meal enchantment and pleasure mingle merrily under the restful rays of this charming Corona Lightolier. With its light directly encircling the table, enhancing the beauty of silverware and linen—a soft subdued glow throughout the rest of the room—Corona Lightolier hems the diners in, and radiates real dinnertime enjoyment for hungry homecomers.

constructive newspaper advertising, with "copy" of the kind that creates new business by suggesting new attractions to the reader and prospective buyer.

The fixture dealer who creates new prospects and new business by his advertising need never worry about competition while the opportunities for creative selling remain so tremendous as they are at the present time.

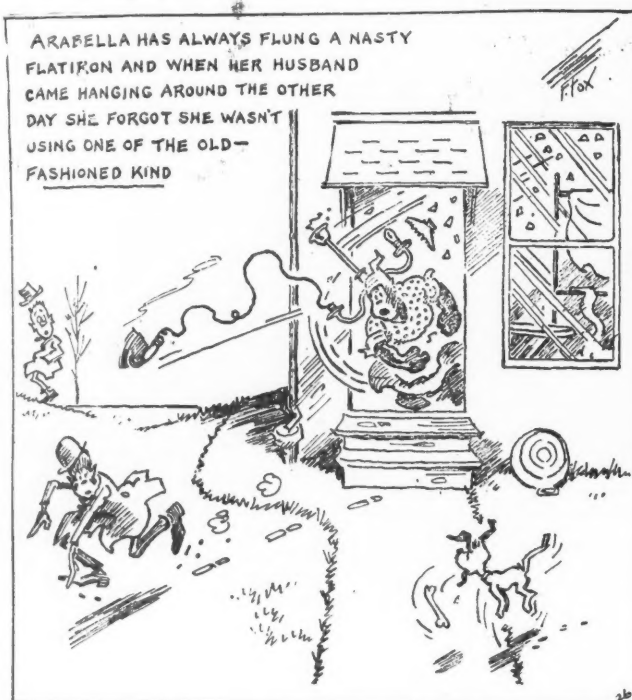
As an example of this kind of creative advertising copy, Mr. Goodwin quoted from a recent advertisement by the Lightolier Company of New York City for a dining-room fixture. The caption, showing an attractive dining-room scene, read in part as shown in the panel above.

"Compare the effect on the reader of such advertising copy as that," commented Mr. Goodwin, "with the kind of ads we see so often in the electrical fixture business—'Special Sale on Brass and Glass, 40 per Cent Off.'"

Gladstone on "Advertising"

Nothing but the mint can ever make money without advertising.—Gladstone.

Speaking of "Removable Fixtures!"



FONTAINE FOX in the New York Globe



Record of Lighting Fixture Patents

Issued from Jan. 11, 1921, to Feb. 1, 1921, Inclusive

COMPILED BY NORMAN MACBETH
Consulting Illuminating Engineer, New York City

Mechanical Patents

1,365,027, Lighting Fixture. Holway D. Far-
rar, Columbus, Ohio. Filed March 19, 1920.
Issued Jan. 11, 1921.

1,365,093, Portable Support. Frank P. D'Arcy,
Kalamazoo, Mich. Filed Feb. 7, 1919. Issued
Jan. 11, 1921.

**1,365,722, Key Attachment for Electric Lamp
Sockets.** Antonio Pafini, Philadelphia, Pa., as-
signor to A. Mecky Company, Philadelphia, Pa.
Filed March 29, 1920. Issued Jan. 18, 1921.

1,366,093, Electric Light Cluster. Harold C.
Noe, East Orange, N. J. Filed May 20, 1920.
Issued Jan. 18, 1921.

1,366,648, Lighting Fixture. Joseph Goodman,
Pittsburgh, Pa. Filed April 22, 1919. Issued
Jan. 25, 1921.

1,366,682, Electric Light Support. Charles H.
Stull, Seattle, Wash. Filed Nov. 14, 1918. Issued
Jan. 25, 1921.

1,366,699, Incandescent Electric Lamp Socket.
Norman W. Nutt, Trenton, N. J. Filed May 3,
1919. Issued Jan. 25, 1921.

1,366,700, 1,366,701, Electric Switch. Nor-
man W. Nutt, Trenton, N. J. Filed June 14,
1919. Issued Jan. 25, 1921.

1,366,702, Incandescent Electric Lamp Socket.
Norman W. Nutt, Trenton, N. J. Filed Aug. 1,
1919. Issued Jan. 25, 1921.

1,366,911, Lighting Fixture. Harry Aldrich
Holloway and Louis Edward Trachsel, St. Joseph,

Mo.; said Holloway assignor of his right to the
King Manufacturing Company, St. Joseph, Mo.
Filed June 2, 1919. Issued Feb. 1, 1921.

1,366,914, Safety Cut-out Switch. Oliver M.
King, St. Joseph, Mo. Filed July 9, 1919. Issued
Feb. 1, 1921.

1,366,924, Electric Wall Switch. William J.
Newton, Lynbrook, N. Y., assignor by mesne
assignments, to John G. Livingston, Woodmere,
L. I. Filed Dec. 5, 1916. Issued Feb. 1, 1921.

Design Patents

The following are ALL the design patents
pertaining to lighting materials, issued by the
U. S. Patent Office, from Jan. 11 to Feb. 1,
1921, inclusive.

56,922, Shade for Lighting Fixtures. William
F. Handel, Meriden, Conn., assignor to the Han-
del Company. Filed Sept. 19, 1918. Issued
Jan. 18, 1921. Term of patent, fourteen years.

**56,943, Cap for an Electrical Attachment
Plug.** Johann G. Peterson, Hartford, Conn.
Filed June 20, 1918. Issued Jan. 18, 1921.
Term of patent, fourteen years.

56,946, Lamp Casing. Leo R. Sauer, Water-
loo, Iowa. Filed Aug. 16, 1920. Issued Jan. 18,
1921. Term of patent, fourteen years.

56,953, Electrical Receptacle Plate. Ernest
Cantelo White, New York, N. Y., assignor to
Electric Outlet Company, Inc., New York, N. Y.
Filed April 14, 1920. Issued Jan. 18, 1921.
Term of patent, fourteen years.

56,954, Electrical Receptacle Plate. Ernest
Cantelo White, New York, N. Y., assignor to
Electric Outlet Company, Inc., New York, N. Y.
Filed April 17, 1920. Issued Jan. 18, 1921.
Term of patent, fourteen years.

56,955, Electrical Receptacle Plate. Ernest
Cantelo White, New York, N. Y., assignor to
Electric Outlet Company, Inc., New York, N. Y.
Filed May 22, 1920. Issued Jan. 18, 1921.
Term of patent, fourteen years.

56,956, Lighting Fixture. Alfred A. Wohlauer,
New York, N. Y. Filed Aug. 7, 1920. Issued
Jan. 18, 1921. Term of patent, seven years.

57,027, Plate for Lighting Fixtures. Gottfried
Westphal, Guttenberg, N. J., assignor to Shapiro
& Aronson, N. Y. Filed April 30, 1918. Issued
Jan. 25, 1921. Term of patent, three and one-
half years.

57,045, Lamp. John F. Holmgren, San Fran-
cisco, Cal. Filed Aug. 23, 1920. Issued Feb. 1,
1921. Term of patent, seven years.

Lighting Fixture Industry Lays Plans for 1922

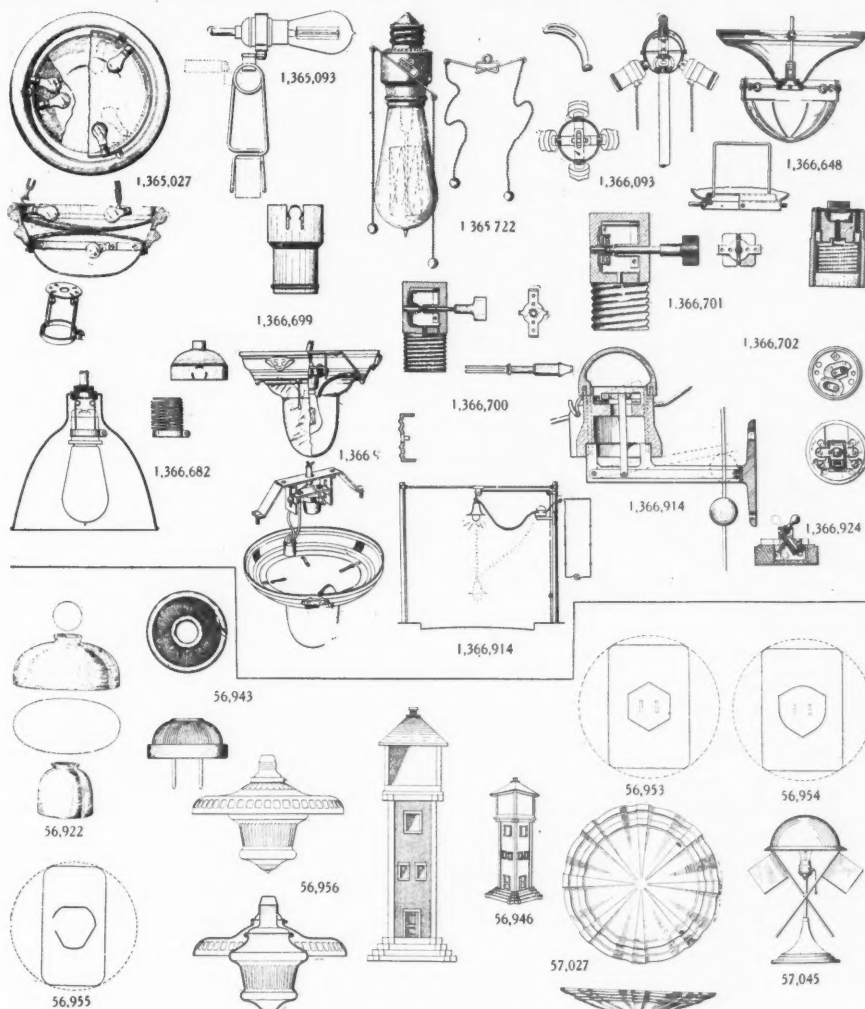
(Continued from Page 151)

all organizations represented at
Buffalo. These luncheons taxed the
facilities of the Buffalo hotels, so
large was the joint attendance. A
feature of the luncheons was the
address by W. L. Goodwin on
Wednesday. Mr. Goodwin discussed
reforms needed in trade practices,
showed the effect of the "hang a
fixture like a picture" idea in in-
creasing fixture sales, analyzed the
market for fixtures now hardly
scratched, and urged the perform-
ance of service beyond agreement.

W. A. Hadler of Buffalo was
elected to succeed C. J. Netting as
president of the Lighting Fixture
Dealers' Society and Fred R. Farm-
er was re-elected as president of
the National Council of Lighting
Fixture Manufacturers. Secretaries
C. H. Hofrichter and J. L. Wolf were
warmly commended on their work
for the fixture interests and con-
tinued in office.

The re-elected officers of the Manu-
facturers' Council, therefore, are:
Fred R. Farmer, president; William
Horn, vice-president, and Charles H.
Hofrichter, secretary-treasurer. Fol-
lowing the re-election, Herman Plaut
in a graceful speech presented Presi-
dent Farmer with a gold watch in-
scribed, "In Loving Appreciation."

The electoral ticket which carried
"Buffalo Bill" Hadler to the presiden-
cy of the Fixture Dealers' Society
placed W. E. Thompson of Indian-
apolis in the vice-president's chair
and made H. I. Sackett of Buffalo
treasurer. The newly elected direc-
tors of the dealers' society are: W.
L. Collins, Pittsburgh, and J. A. A.
Hamilton, Cleveland, for two years,
and J. B. Kelley, Philadelphia, and
O. A. Barber, Rochester, for one year.



Copies of illustrations and specifications of patents may be obtained from the
Commissioner of Patents, Washington, D. C., for 10 cents each

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

believes that:

1. Goods must be sold and business done at a profit.
2. Business comes to the man who goes after it.
3. Central stations must compete with other retailers at a profit.
4. The contractor-dealer must go after business if he expects to get what he deserves.
5. Discounts in the chain from manufacturer to jobber to dealer must be so adjusted that every man who has a function gets paid for it.
6. It is to the central station's interest to encourage and foster retail sales by every retail electrical dealer in its community.
7. Electrical contractor-dealers should cease selling merely wiring jobs or appliances, and sell an electrical service.
8. The electrical merchant—central-station man, as well as contractor-dealer—must analyze his business, know his costs, and adopt modern merchandising methods in both buying and selling.
9. The electrical trade must think and practice "Quality Electrical Work," using quality materials. This means that owners, architects and builders must be shown the advantages of equipping houses throughout with convenience outlets; that plugs and receptacles must be standardized; that fixtures should be equipped with standard-plug connections; that lighting outlets and switches be located with regard to the principles of good illumination and convenience; and that meter-boards be so located that meters can be read without entering the house.
10. It is the duty of every electrical man to help educate the public to use electricity and electrical devices that lighten the labor of the home, office, shop and factory. To this end we urge local newspaper advertising on the part of every dealer handling electrical appliances, and that advertising departments of local newspapers be made part of the local electrical industry.

"Electricity Makes a House a Home"

WE'VE all heard that before, perhaps—"Electricity makes a house a home"—but it is a thought that, whenever it occurs to us, should put a new sparkle into our eyes and make the world a brighter place to work in. A home is built on the happiness and peace of the family living in it—and happiness springs where there are rested nerves and health, where the wheels of household activities run smoothly and the atmosphere is one of orderliness and rest. Electricity is indeed a path breaker, and the roads it builds are so smooth that those who follow in its wake pass as on rubber-tired wheels. That leisure for living, which was once the exclusive property of the wealthy, may now be found in many a modest home where electricity is the only servant.

We, too, within the industry, as well as those outside, need our own "Homes Electrical" to remind us once more that the words "Electricity makes a house a home" are not a phrase, but the inspiration of one of the finest industries serving humanity.

Side Lines—For the Convenience of the Customer

SIDE lines that are closely allied to electrical appliances are something more than a source of neat additional profits. They perform—or should perform—a real service for the purchaser of the appliances.

The woman who buys an electric iron will appreciate the convenience of buying ironing wax at the same counter, instead of having to make a separate trip to another store. Often the woman who buys an electric sewing machine needs just the suggestion to remind her that she is "out" of spool cotton and silk or sewing-machine oil. Similarly, floor oils go with floor scrubbers and cleaners; tea and coffee canisters with

percolators; motor oils and soaps with washing machines and motors.

So long as the convenience of the customer guides their selection, accessories like these, carried in stock, properly advertised and properly displayed, should move in the electrical store as fast as the appliances themselves—if not faster.

A Responsibility to Mankind

ELECTRICAL men ought to be thoroughly proud of the tremendous usefulness of their own work in the service of the world.

Electricity—by speeding up production—today offers the only solution for reducing the present high cost of living without lowering American standards of life.

Electricity can multiply the effectiveness of human labor and add incalculably to human comfort. Is it not therefore the prime personal responsibility and opportunity of every electrical man—his duty to humanity—to get electricity into the widest possible use in the service of every man, woman and child, just as rapidly as our industries and our processes of living can be electrified?

The Little Voice that Sells

EVERY idle outlet is a still, small voice that tries to sell appliances for some electric shop. Day after day it babbles on, suggesting and reminding, building up desire. One says: "A reading lamp could be connected here." Another says: "Here's just the place to hook up an electric heat pad." At another spot the thought is: "Wouldn't it be nice to have a percolator?" And pretty soon the lamp, the fan, the grill appears.

The "more convenience outlets" propaganda is far broader than an effort to make bigger wiring jobs. It is a wondrous tonic for the public appetite for every kind of an appliance to bring added comfort to the home. It is a bait that helps to catch orders for electric shops for many years.

Put in more outlets. Plant more little voices that will sell for you. Bait every house job with these singing salesmen.

Net or Gross Profits?

THE phrase "gross profits" means nothing. You might as well say "a victorious failure" or "a disastrous victory," declares the *New York Credit Men's Bulletin*.

"Gross profits" is a phrase that was invented to hide the inefficiency of managing directors. It is an excuse. It is an attempt to make things look better than they are. It is an effort to whitewash a black situation.

"Profits" has a definite meaning. It can never be "gross"; it must always be "net." There is no other sort of profit and never can be.

The fact is that some firms dare not face the facts. They expect their accountants to cover up their mistakes and losses. They think first of appearance and second of facts.

Hundreds of firms, perhaps thousands, have ultimately been wrecked because they did not wish to know the facts about their own affairs. They compelled their accountants to invent excuses, and eventually they learned the truth from official receivers.



Ideas for the Man Who Sells



*Plans, Schemes and Methods
Gathered from
Successful Selling Experience
to Increase the Sale of
Electrical Appliances*

An Outside Wall Show Case and a Two-Floor Window

An outside show case and a two-floor show window, both unique in construction, are two up-to-the-minute merchandising ideas which have been worked out successfully by the Progressive Electric Company of Minneapolis. This new store is one of the finest electrical shops in the Northwest. It offers many valuable merchandising suggestions.

M. V. Rutherford, president of the company, writes about the show case and window mentioned, as follows:

"We have installed a large outside show case that is unique—different. In this show case we display our small merchandise, placing in front of each article a card giving its number and a little description, and the price. The show case has a big plate glass door that slides up and is locked from the outside. There is a plate glass mirror behind it and shelves are also constructed of plate glass. It not only serves as an ever-silent salesman, but the mirror reflection makes our front look considerably larger.

Construction of Two-Level Show Window

"We have one big window across the front and an extremely wide entrance way at the side. The main show window is constructed with a double floor. One floor is removable, being 18 in. from the sidewalk level, or beginning where the plate glass and marble meet. This floor is divided into two sections. When displaying small articles such as flat-irons, toasters, flashlights, Mazda lamps, etc., we use this complete floor. However, if we want to have a live display on washing machines, ironing machines or vacuum cleaners we take out half of this floor, which leaves ample room for displaying the smaller articles on one side and the larger active displays on the opposite side of the window. The lower floor in the window is just 6 in. above the sidewalk level. This permits pedestrians to look down into a washing machine while it is in operation or to examine closely ironing being done by our ironing machines. Then

again we can take out the entire upper floor and use the whole window for a laundry display or any other display we might want to put in that would require more space than one-half of the window.

"The construction of the window is also unique in other respects. Back of the window is a paneled background reaching up about 16 in. from the upper floor level to a drop paneled top. The window is open between the paneled backgrounds, giving a

the best results, although we had never heretofore seen one.

"The window is lighted with fifteen 100-watt Edison Mazda C lamps in X-ray reflectors, these reflectors being all flush with the top of the window and set in three lines, one line within 3 in. of the front of the window, another line within 3 in. of the back of the window, and the other line through the center of the window. Each circuit is controlled separately by switches at the left of the front door and under the show case, as shown in the picture. These switches are put outside so a night watchman can turn them on and off.



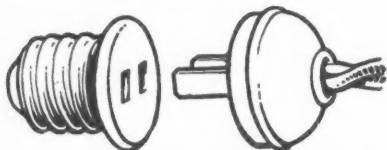
Instead of having a blank white wall at one side of its main entrance, the Progressive Electric Company, Minneapolis, built in a mirror-backed outside show case. A window with a false, removable floor, giving

two levels for display purposes, is another profit-making feature. Outside switches permit the outside watchman to control the window lighting after the store has been locked up for the night.

very good view of the beautiful store behind. The window is so arranged that plate glass can be put behind it during the winter, thereby keeping the window at a temperature at which it will not frost. The picture shows part of the window from the entrance way. Our reason for constructing the window in this way is that past experience has shown us that such a window would give

Our reason for having three circuits is that some time during the day if it is cloudy we can light one circuit and still have sufficient light to illuminate the window and yet not light all the circuits. Our reason for distributing the illumination is that it does away with all shadows and all parts of the window are flooded with an even illumination. At night you might say our window is overlighted,

The Standard Plug with Parallel Blades



Is made by 12 manufacturers. Is furnished with 200 leading lines of electrical appliances. Is strong and safe. Standardize on one kind of plug!

as it is flooded with light and attracts one if coming down the street and we consider this good advertising, being in the electrical business ourselves."

Slogans that Sell

What is "the perfect slogan?"

Well, when an electrical company can buy a half page of newspaper space, and not put a thing in it except, in the center, its slogan—and when the result is that the reader is told all he need be told about that company—well, then, we'll say that company has hit upon as nearly perfect a slogan as its purpose and environment require. "Do It with Electricity—Save the Woman," is one slogan that was made the center of a newspaper ad in this way, and it belongs to the Electric Power & Appliance Company, Inc., Yakima, Wash.

A good slogan should do one of two things—either sell the store, or sell the store's goods. Preferably, it should do both. That is why the slogan just quoted is so nearly perfect—it "sells the store" to every woman who reads it; and it sells the goods in the store. When a slogan does one of these things, it is worth hundreds of dollars to the merchant; when it does both, it is worth thousands.

"Everything We Sell, We Service" is a good example of a slogan that sells the store, as the Stroud-Michael Company of Cleveland is finding. A few others of the same type are: "Competition in Quality—Not in Price," William J. Shore, New York City; "Build for the Future—Buy Good Material," of the Luxum Electrical Supply Company, Fort Wayne, Ind.; "Where Quality Comes First," Wm. A. Mullins Electric Company, Tacoma, Wash.; and "The House of Hustle."

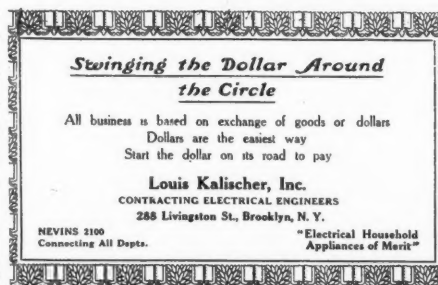
Here are some other slogans which electrical dealers have found made a pretty good-sized dent on the public consciousness:

"Wire to May to Wire," New York City.

"Wire for Us, We'll Wire for You," Charles M. Hay Paint Company, Portland, Me.

"Electricity—The Cheapest Good

Does Your Business Card Help to Build All Business as Well as Your Own?



This business card not only speaks for the proprietor behind the card but also puts in a good word for business in general. Society may require that certain standards be observed in a social card, but good business does not necessarily require that similar ironclad rules be observed. There is no reason why there should not be as much variety in business cards as in advertising. In fact, a business card ought to be a good advertisement in itself.

Thing in Duluth," Duluth Edison Electric Company.

"Indirect Light Doctors—That's Where We Shine," Electrofix Refinishing Company, San Francisco.

Electrified Laundry Holds Interest of Kiddies

One of the most successful electrical washer salesmen in Chicago recently pointed out that when the washboard method of laundering was common children were generally not attracted to the laundry when clothes were being cleaned. Where electric washers are used, he said, it is difficult to keep children out of the room when the washer is in motion.

"There is something about the mechanical movement of the machine that attracts children," he declared. "Mothers have no difficulty in keeping their children within sight. Children observe closely every process of the washing, and Wash-Monday, instead of becoming Blue-Monday, becomes a day they look forward to because of the interest taken in the work.

"A few years ago no one would have believed that the washing of clothes could be made interesting. The modern, attractively designed washer has accomplished this. The appearance of the washer makes the laundry more pleasing. There is no suggestion of hard work about it.

"Laundering now becomes a mere matter of pushing buttons and moving clutches, coupled with the delightful experience of witnessing soiled clothes become snow-white."

Make Your Window Display "Tell a Story" to Passers-by



Like music and like a painting, the window that tells a story will attract popular attention longest. Something that the passer-by can stop and ponder over, or dream over, or that carries some significance to him which he can apply to his daily life—that is what gives the winning touch to a window appeal. Even a clothes washer may be made the subject of such a picture,

as it was in this instance—the window of the H. L. Miller Company, Pasadena, Cal. Here the Stone Age method of washing clothes by rubbing them between stones was pictured in contrast with the modern washer. Both setting and subject matter were carefully worked out and, because they "told a story," attracted the interested attention of many men and women passers-by.



The Appliance Saleswoman



Complete Text Book Now Ready on Electric Laundering — Order Yours Now!

At last there is available to the housewife who uses the electric clothes washer and to those who demonstrate and sell it, a complete set of bulletins covering laundry problems in general and electric laundering in particular. The bulletins are six in number, and they may be used separately or bound in a permanent book. They are now ready for distribution under the auspices of the American Washing Machine Manufacturers' Association, whose secretary is Enoch B. Seitz, Otis Building, Chicago.

Aside from their usefulness to housewives and those who demonstrate the washer, the bulletins will be used by extension workers and home demonstration agents of the United States Department of Agriculture as an outline for courses of study in women's clubs, and also by the home economics departments of universities and normal schools.

Bulletins on Laundering at Home

The subject matter of the bulletins is arranged in the order in which the housewives would naturally conduct the laundry processes. The bulletins are perforated so that they may be mailed separately to those enrolled for a study course, together with an attractive cover for binding the set into a permanent book for future reference. They are as follows:

Bulletin 1. Removal of Stains.

This bulletin includes a discussion of the principles of stain removal, the preparation of stain removers and instruction for the treatment of specific stains.

Bulletin 2. Supplies for the Laundry.

Includes information on the water supply, soaps and soap substitutes or soap savers, bluing and starches.

Bulletin 3. Washing Cottons and Linens. Washing Woolens and Silks.

This circular discusses the washing processes, such as washing, rinsing and bluing, including the setting of colors, with special attention to the methods of washing woolens and silks.

Bulletin 4. Washing Machines.

The uses of washing machines are discussed in general, the operating power, special features of construction, the cost, care of the machine and the general methods of using a washing machine. This bulletin also includes a list of the manufacturers, listing the type of machine and the power of the machines they manufacture.

An "Idea Exchange"
for the
Women Who Sell
Labor-Saving Appliances
for the Home

Bulletin 5. Ironing.

A short bulletin which gives some general suggestions for ironing.

Bulletin 6. The Equipped Home Laundry.

The need of a laundry room with proper equipment in each home is emphasized. Questions of light and ventilation are considered, as well as the water supply and disposal of waste water, and the equipment necessary. Fine drawings of well-arranged laundry rooms are included.

A School of Electric Cooking at Ogden, Utah

A cooking school featuring the uses of electricity in the home was held in Ogden, Utah, recently, conducted along similar lines to the one held in Salt Lake City during the latter part of the summer. The various merchants and manufacturers of Ogden displayed their products, and a cooking and baking program was carried out, demonstrating the various methods of preparing food products.

Entertaining Newspaper and Advertising Workers at an "Electric Banquet"

A good way to interest the editorial and advertising staffs of local newspapers in the news value of new electrical labor-saving methods in the home is to invite them to an "electric banquet," every course of which is electrically cooked. The Erner Electric Company of Cleveland, for instance, entertained the Cleveland Women's Advertising Club recently at such a dinner. George S. Milner of the company spoke on electrical household appliances as labor savers and Frank B. Rae, Jr., spoke on the opportunity for the advertising woman in this field. In the electrical kitchen adjoining the guests inspected the electric ranges and other household appliances. Newspaper and advertising men and women will be glad, as a rule, to accept such an invitation, and will more than repay the expense of the banquet in the publicity uses which they will make of their new knowledge.

Easter Is Another Gift Time—Put the Idea Into Your Window Display



"Easter—another gift time—give something electrical." This is the wording on the poster in the Easter window display shown above. Gifts at Easter time are becoming more popular each year, and a dainty window at this time may suggest many an electrical gift, such as a lamp or a percolator or an egg boiler. In this window the appliances are on one side and portable lamps on the other. Crêpe paper forms the Easter frieze around the back and sides, and the alternate strips on the floor are azure blue and light amber. All are in delicate pastel shades for Easter.

Woman's Wit—And the Vacuum Cleaner



A mere man can't really know all the uses of a vacuum cleaner that the housewife discovers in the ordinary course of a morning's work. For one thing, her cleaner wasn't designed to save Toto, the dog, a beating when he chews an empty candy box into a thousand bits on the living room table, but it will clean up the mess in a jiffy. It eats up the snips of paper Janet leaves in her paper doll revels: it snuffs away the ashes under the piano that Dad leaves after an evening's tempestuous session with Beethoven, and it even eats up the crumbs that baby joyfully covers himself with before, during and after every meal. Oh, yes, the vacuum cleaner has lots of uses that aren't advertised—ask the housewife some of them!

Even in the Musical Field the "Electric" Wins

More proof that the electrical industry will continue to ride the crest of the wave is given by a report in *Music Trades*, the magazine of the musical instrument industry. This report contains the significant state-

ment that "the past year has been an unusually good one for the electric piano and other automatic instruments." Even the lull which hit practically every line of industry, it continues, including the regular piano and player-piano, did not have a deterrent effect upon the electrical and automatic end. The small electric piano, with one or two attachments—violin and mandolin, for instance—is said to be the instrument particularly favored at present. And it concludes: "While the automatic business has grown remarkably during the last few months, the surface has scarcely been scraped, and all that is necessary is to educate the dealers generally to the many advantages accruing from the handling of electrics."

A Polishing Cloth to Advertise the Electric Shop

BY ROSE MAIER

A shoe polishing cloth, compliments of an out-of-town hotel, suggests this to me:

Electrical shops desiring to keep themselves in the minds of housewives, instead of issuing paper throw-aways in the form of blotters, etc., might have made up out of

chamois-colored flannelette a silver-polishing cloth (the shoe polisher was about 18 x 4) and on it have imprinted some little message with the name, address and phone number of the shop. It might read:

Electrical Appliances Make Housework Lighter

This polishing cloth, with our compliments, will keep them brighter.

A list of large and small electrical devices might also be given.

We're Beginning to "Electrify" Furniture, Too

(Continued from Page 150)

electric cigar lighters and lamps—one furniture manufacturer is even making a davenport with an entire phonograph built into one arm, operated by attachment to the nearest electric receptacle.

Desks.—Desk lamps, harmonizing in design and quality with the desk itself, may easily be made part of certain types of desks.

Pianos.—We have all seen fine pianos marred by having inharmonious lamps placed on them in the home. Two lamps built on the front of the instrument and harmonizing with it in design add to its beauty and at the same time give better light to the music page.

Phonographs.—A small lamp that automatically lights the record when the cover is lifted keeps many a record from being scratched when music is being enjoyed at dusk.

Mirrors.—Small side brackets built on hall mirrors, shaving mirrors, bathroom cabinets, etc., throw far better light on the face than the ceiling light in the center of the room.

Porch Tables.—A porch table wired similarly to the dining room table will add much to the summer enjoyment of the electric fan, samovar and reading lamp.

Sewing Machines.—Light concentrated on the sewing from a small lamp built on the sewing machine is welcomed by the woman who has to do sewing at night, and especially when she must thread the needle.

Cigar Stands.—Why not have cigar stands permanently equipped with the electric cigar lighter?

It's Up to the Appliance Saleswoman to Supply the "Feminine Touch" in "Home Electric" Exhibits



A "home electric" exhibit by electrical dealers at a state fair always draws a goodly share of the attention of the thousands of people who visit these fairs annually. Often, to plan these exhibits, knowledge of the proper furnishings of the various rooms and of the little touches that appeal to women is best furnished by the appliance saleswoman, and to her have been due some of the most successful touches in exhibits of the past. In fact,

the most progressive dealers everywhere are seeking co-operation of this kind from their appliance saleswomen, believing that their knowledge of the woman's point of view is an important factor in achieving an exhibit that will hold no flaws for the approving eyes of women visitors. The above "electric dressing room" was one of the five rooms constituting an "electric home exhibit" of the Utah Power & Light Company at the Utah State fair.



Sales Helps for the Dealer



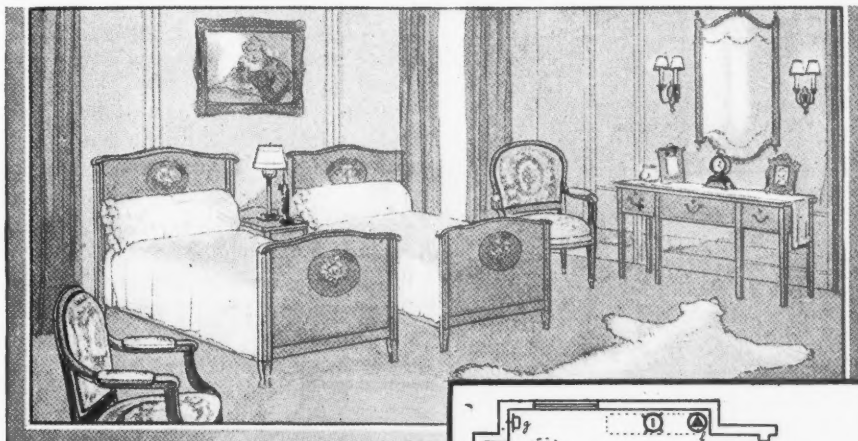
Let Your "Home Electrical" Booklets Work Overtime, Till the Idea Takes Root

The "home electrical" may not be within the reach of every woman's purse, but it is certainly within the reach of her dreams—thanks to the widespread publicity given to the idea in the women's magazines and the press. Some day, she hopes, her home *will* be electrically perfect from roof to cellar, but for the present she studies the magazine articles and manufacturers' catalogs and bit by bit adopts the ideas she finds there.

The important thing for us to remember here is that women's ideas of

Show Window, Counter, Mail Advertising and Specialty Aids Which Manufacturers Offer to Help You Get More Trade

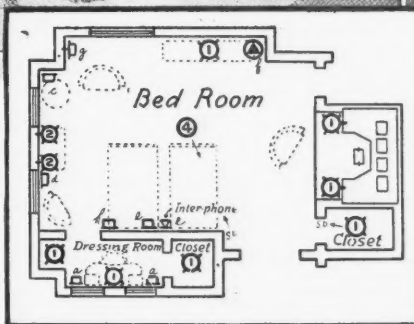
now available on the "home electrical," such as the attractive book, "Suggestions and Data for the Home Electrical," compiled and published by the Habirshaw Electric Cable Company, Yonkers, N. Y. This book devotes ten pages to pictures and plans of typical electrical equipment in the home. Each room is pictured with typical appliances, the outlets and power connections specified, and a carefully worked out floor plan given. Altogether, it is a book that



Typical electrical installations are suggested in this fashion for the hall, living room, dining room, library, bedroom, bathroom, laundry, kitchen and garage, in the "Electrical Home" booklet published by the Habirshaw Electric Cable Company, Yonkers, N. Y.

the "home electrical" are formed by three influences: their friends' homes, magazine and newspaper articles, and such publicity material from the electrical industry as comes into their hands. The first influence is powerful but as yet not far reaching in its results, for the simple reason that the number of *complete* electrically equipped homes is negligible, but the more booklets, pamphlets and general publicity material on the "home electrical" coming into women's hands, the more quickly will the idea take root—for this is the only material, as a rule, that tells the complete story.

That is why electrical contractor-dealers cannot give too wide a circulation to the books and pamphlets



will be welcomed by every home owner and prospective home builder—and who of us isn't one or the other of these nowadays?

Two other books that have an especial appeal to women and are doing much to spread a desire for complete electrical equipment in the home are:

"The Modern Home," published by the National Electric Light Association, and "Relation of Electricity to the Proper Planning of the Home," published by the Pettingell-Andrews Company, Boston.

They are available for distribution.

A Woman's Specifications for a Good Vacuum Cleaner

The clever vacuum cleaner salesman doesn't start his sales talk with a heavy-weight description of its mechanical advantages. Instead, he casually mentions one or two of the *conveniences* that answer unspoken questions in the woman's mind. The same thought is behind the handsome colored poster which the P. A. Geier Company, Cleveland, is supplying dealers, to tie in their display windows with the "Royal" ads in current women's magazines. Women passing the show window aren't going to stop and read a technical description of the cleaner's construction, so this poster starts right out by telling the things that will appeal to women.

"It reaches far under the furniture, cleans close to the baseboard, slips lightly over the carpet at the merest touch of your guiding hand, combs and straightens the pile, preserves the freshness and life of the rug, removes imbedded dirt and grit as well as surface threads." In short, in a few words the poster gives the specifications for a good cleaner, which is all the woman wants to know!

Line Up for the Prizes, Vacuum Cleaner Dealers!

A nation-wide sales contest is being conducted by the Apex Electrical Distributing Company of Cleveland, in connection with the sale of its electric suction cleaners, according to an announcement made by Sales Manager R. J. Strittmatter. The contest will close on the last day of March, after which prizes will be awarded to those making the best sales showing during the competition.

Prizes offered are divided into three groups: Wholesale and retail sales divisions and dealers' window display competition. In the wholesale group the first prize is a \$250 phonograph. Second is a cowhide traveling bag, and third is a traveler's shaving outfit. The first prize in the retail division is a phonograph; second is a gold watch, and

the third is an electric coffee percolator. In addition to these there are a number of cash prizes based on points made in sales.

In connection with the window display contest, window display week will be held March 21 to 28. Three silver loving cups will be awarded to the dealers having the best window display during this week.

Just a Case of Necessity —And Meeting the Customer's Needs

'Twas two weeks before Christmas and Contractor-Dealer Hiram sat behind his desk, alone and disconsolate, thinking of his bountiful stock of toasters, vacuum cleaners, irons, curlers, etc., which but few people could be made to buy. The answer to most of his alluring sales talks had been "I have no place to connect them and have light at the same time."

These troublesome thoughts were broken by the expressman who delivered 100 Benjamin twin plugs. "Worry, worry, worry," quoth Hiram. "And now I have nearly \$100 worth of twin plugs to pay for, but goodness only knows how."

In sheer desperation he turned to his ledger to see if some one didn't owe him some money that he could collect, but instead he found a hundred customers faithful and true who did not owe him a cent that he knew.

"One hundred customers—100 twin plugs." Like a flash the idea came to him to connect the two. Then wrapping the twin plugs in neat packages he addressed one to each of his hundred customers and mailed it with the following letter: "Dear Madam—Attached to this letter you will find one of the justly famous Benjamin No. 92 twin plugs. The following uses will doubtless suggest dozens of others and in addition you will learn of many more as the occasions arise: You can use your toaster these dark mornings and still have light for breakfast. You can see to use your vacuum cleaner in that dark bedroom. You can have light to iron by, these dark afternoons. You can curl your hair under a good light. If you like this twin plug send us a check for \$1.25. If not, phone us and we will call for it."

Dear reader: I give you one guess. How many calls did Hiram receive? Right. Not one twin plug

"It Shows Current Savings" —A Handy Meter Box for Your Iron Counter



"But how can I really be sure that the four-heat iron saves current?" is an unspoken thought in many a woman's mind when buying this type of iron. To help the dealer visualize the actual savings for her a novel meter demonstration case is being supplied dealers by the Waage Electric Company, 6 Reade Street, New York City. This case is just large enough to hold a small meter and has a felt top to support the iron being demonstrated. Connecting it to the lighting circuit, all the dealer need do is turn on each of the four heats and the different readings on the meter face will show instantly the differences in current consumed.

was returned, but he received so many calls for twin plugs the next day that he had to wire to the factory for another hundred, and many were his sales of toasters, vacuum cleaners, irons, curlers, etc., because the customers had "a place to connect them and have light at the same time." And Hiram and his customers lived happily ever after.

* * *

Well, if you must know it, Hiram was none other than B. J. Caldwell, of the Caldwell Electric Corporation, Champaign, Ill., and with the foregoing story he won a mantel clock as the first prize in the second annual story contest of the Benjamin Electric Manufacturing Company.

Some More Films for Your Movie House

Among the one-reel films produced by the Ford Motion Picture Laboratories, 202 South State Street, Chicago, known as the "Ford Educational Weekly," are three short electrical films of interest to the electrical dealer who appreciates the value of this form of educational publicity in his local "movie" theater. These films can be obtained from any of the exchanges of the Federated

Film Exchanges of America, or further information may be had from the Ford Laboratories at the above address. The three films are:

"Current Occurrences," showing the making of an electric iron and percolator and their use in the household.

"De-Light," showing how tungsten is mined, refined and converted into electric lights.

"The Message," telling of the discovery of electricity and how it is used today in telephone, telegraph, wireless, radio and heliograph.

The Hoover Suction Sweeper Company, North Canton, Ohio, reports that its first film, "The Passing of the Broom," has met with such success for dealers who have had it shown in their local theaters that it is now having another film made which will shortly be announced.

Getting the Architects Interested in Electric Heating

Some building companies, no doubt, will continue to hold up their hands in holy horror for years to come at any request for the installation of an electric heating system. For all that, whenever a company does install those heaters in its new houses it spreads the news broadcast, using it as an advertising medium for the sale of the houses. Which is a pretty good sign that the public, at least, looks with favor on the innovation! One Western building firm sold many hundreds of houses recently, using the electric wall-type heaters in the homes as the only advertising feature.

With the public interested, the next important step is to educate the architect and builder, and real help is given the electrical dealer in this by the Majestic Electric Development Company, San Francisco. The concern is sending out to architects a new folder written around the slogan, "Build without chimneys or flues—Keep the home free from dirt, dust, odors and fumes." It explains the advantages of the insert-type wall heater both in enabling the architect to make use of space free from the burden of chimneys or flues and in providing clean, reliable heat to the owner.

An invitation is extended in the folder to the architect to call upon his local electrical dealer for further information and demonstrations.



Gossip of the Trade



*Glimpses of
Electrical Men at Work,
at Play, and in Convention—
as Caught by
Lens and Pencil*

New England Electrical League, Representing All Branches of the Industry, Launched

Central stations, manufacturers, contractor-dealers and jobbers have joined hands at Boston, Mass., to organize a league of electrical interests for New England, planned to give fresh impetus to a co-operative movement to develop the wonderful opportunities latent in this area for intensive service and larger business through mutual application and team-play.

Nearly 600 electrical enthusiasts assembled at the Boston City Club for dinner Jan. 26, when the announcement of the establishment of the New England Electrical League was formally put forth. At the speakers' table were Bowen Tufts, president New England Division N. E. L. A.; Hon. Guy W. Cox, toastmaster; Hon. Henry C. Attwill, chairman Massachusetts Department of Public Utilities; Martin Insull, president N. E. L. A.; Frank S. Price, president Pettingell-Andrews Company, Boston; William Goodwin, New York; Hon. Arthur D. Hill, corporation counsel city of Boston; Rev. R. Perry Bush, Chelsea, Mass.; President I. N. Hollis,

Worcester Polytechnic Institute; Olin W. Hill, editor *Investment Bulletin*, Roger W. Babson Statistical Organization, Wellesley Hills, Mass.; C. S. Beardsley, sales director Apex Electric Manufacturing Company, Cleveland, Ohio, and E. Donald Tolls, assistant director Electric Supply Jobbers' Association of America.

Declaring that his hearers were the "Paul Reveres" of the electrical industry, Bowen Tufts called the meeting to order in an address emphasizing the opportunities ahead of the electrical trade in 1921 and beyond. The speaker said that the country is not more than 5 per cent electrified, and pointed out that 25 per cent increased business for all branches in the present year should be the slogan.

Electrical League's Success in Cleveland and California

C. S. Beardsley described the formation and work of the Cleveland (Ohio) Electrical League, which he said has been successful in getting together

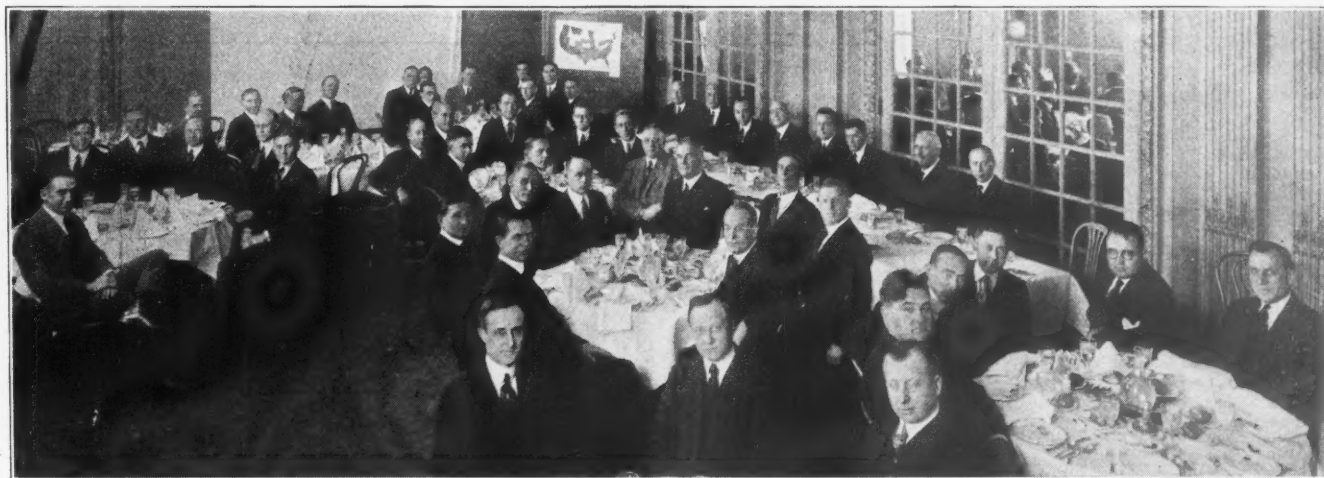
seven branches of the industry for co-operative service. Educational work and publicity occupy much of that league's attention. Two electrical pages a week are published in each of three local dailies and recently a \$5,000 prize story contest was run off with the washing machine as the theme. Two electrically equipped homes, complete in detail, have been built and a school for salesmanship has been established. Seventy-five students have enrolled in this. Lectures have been given on industrial lighting, a daily lunch gathering of informal character takes place and better accounting methods have been disseminated.

William L. Goodwin briefly reviewed the expansion of electrical development in California, where it has risen from a business of \$10 per capita per year in 1910 to \$40 estimated for 1921, the totals rising from \$25,000,000 to \$125,000,000. More than 86 per cent of the population of the Golden State enjoy the benefits of electrical service. In per capita energy consumption, appliances and wired homes the other states are outdistanced.

Mr. Goodwin paid a high tribute to

(Continued on Page 168)

American Association of Washing Machine Manufacturers Will Broaden Market for Products



Definite plans were laid at the annual meeting of the American Washing Machine Association in January, here shown, to broaden the market for electric washing machines and to reduce the amount of servicing by acquainting users with the approved manner of using the machines and the proper way to do laundering at home.

A set of six educational circulars covering the entire problem of laundering at home were presented to the association, which approved them and raised a budget to provide an initial edition of more than 100,000 copies of the set. These educational circulars are of particular concern to the distribution agents of washing machines, whether jobber, central station or dealer, because they make possible a more

intelligent sale of washing machines. They create a more extended demand for the machines and they will make possible the more intelligent use of washing machines in service. It is believed that a very large percentage of service costs can be eliminated if the machine has been merchandised in an intelligent manner and the purchaser has a manual containing approved laundry methods and usable suggestions.

These educational circulars may be had upon application to the manufacturers. The extension workers and home demonstration agents of the United States Department of Agriculture plan to use them as an outline for a course of study in the women's clubs, whose work they direct. Home economics

departments of universities and normal schools will use them as a brief text for their courses in laundering. Valuable information will be secured from the use and criticism of such authorities.

The election of officers resulted as follows: President, R. D. Hunt, Baxter Company, Fairfield, Iowa; first vice-president, Walter J. Conlon, Conlon Electric Washer Company, Cicero, Ill.; second vice-president, J. P. Moynihan, Blackstone Manufacturing Company, Jamestown, N. Y., and third vice-president, Silas H. Altorfer, Altorfer Brothers Company, Peoria, Ill. William H. Voss, Voss Brothers Manufacturing Company, Davenport, was re-elected treasurer and Enoch B. Seitz was re-elected secretary.



New Merchandise to Sell and Where to Buy It

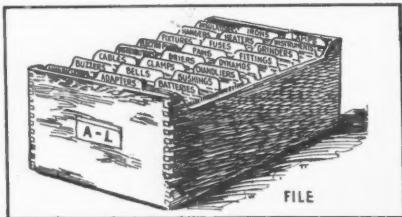
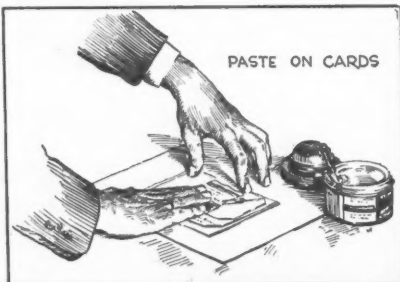
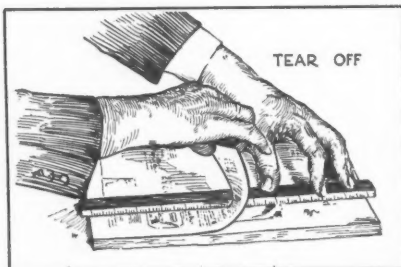
*Appliances, Socket Devices and Wiring Supplies Which
Manufacturers and Jobbers Are Putting on the Market*

Including Many New Appliances for the "Home Electric"

How to Use These Pages to Make Your Own Buying Index

Beginning with the September, 1917, number *ELECTRICAL MERCHANDISING* has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on *what is made and who makes it* right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.



This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of *ELECTRICAL MERCHANDISING*. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.

Combination Desk, Table and Electric Sewing Machine

From *Electrical Merchandising*, March, 1921

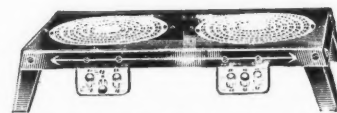
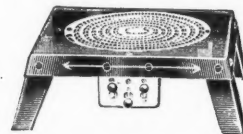


An electric sewing machine that may be converted at will into two totally different pieces of furniture—a table or a writing desk—is one of the models produced by the New Home Sewing Machine Company, 47 East Nineteenth Street, New York City. The absence of the foot treadle necessary on the non-electric sewing machine makes it possible for the electric machine to be inclosed in a cabinet on four legs, unencumbered by disfiguring machinery. The illustration shows the machine opened completely as a sewing machine. To convert it into a writing desk, the cover at the left is raised and closed, lowering the machine proper into the cabinet, which also holds the foot pedal and cord. The compartments in the swinging door may then be used for writing materials. When the door also is closed all signs of the sewing machine disappear and an attractive table is the result.

Hot Plates for Table Use

From *Electrical Merchandising*, March, 1921

A new single-burner hot plate is being brought out by the Russell Electric Company, 140 West Austin Avenue, Chicago, which is designed so that seven heat combinations are possible. It has three independent heating elements, each controlled by a trigger switch. Heat can be confined to the center, intermediate or outside part of the burner, so that the circle of heat may be adjusted to the size of the cooking utensil used, smaller utensils needing less heat proportionately than large ones. The entire plate is 10 in. x 11 in. x 4½ in. high; weighs 5 lb.; operates on 110 volts, and consumes 1,000 watts.



A hot plate with two burners, each with its three-heat switches, is also made by the same company.

Radium Locator for Pendent Switches

From *Electrical Merchandising*, March, 1921

A new radium bulb for attachment to pendent switches, which glows in the dark and so helps to locate the switch, has been placed on the market by Betts & Betts, 511 West Forty-second Street, New

York City. This "Glocater," as it is called, is about the size of a G-5 bulb. A preparation made up from actual radium is used in it, the luminosity of which is guaranteed for five years. The locator has a hole in the cap with a slot. The ball may be cut off from the chain pendent with scissors and the last ball on the chain inserted in the hole and slipped into the slot which makes a permanent and easy connection.



Davenport with Electric Phono- graph Built into One Arm

From *Electrical Merchandising*, March, 1921

One of the new pieces of "electrified" furniture now available for the home is a large davenport with an electric phonograph built into its commodious left arm. A cabinet for storing records is contained in the other arm. The position of the phonograph enables one to play it without moving from a comfortable place on the couch.

The phonograph itself has a motor, said to run noiselessly, which will operate on alternating or direct current. The drive is direct from the motor to the turn-table. The automatic stop is electrically operated and a small electric light illuminates the records for starting the machine. The phonograph lid in the "Davenola" is the arm of the phonograph itself. This lid will remain stationary in any position and needs merely a downward pressure to close.

Andy Mouw, Inc., 129 Fulton Street, Grand Rapids, Mich., is the manufacturer of the "Davenola."



Electric Fan

From *Electrical Merchandising*, March, 1921

A new fan, the "Star Motor" fan, with an 8-in. blade and a motor that works on either alternating or direct current, has just been placed on the market by the Fitzgerald Manufacturing Company, Torrington, Conn. A two-speed regulating switch is in the base, and the fan is nickel finished. A hinged joint enables it to be adjusted in any desired position.

Hook-On Insulator for Pull Chain Sockets

From *Electrical Merchandising*, March, 1921

A hook-on insulator for pull chain sockets is a new device for laundry, bath or kitchen—or, in fact, for any place where the floor is apt to become wet—brought out by the Peerless Light Company, 663 West Washington Boulevard, Chicago. This device insulates the chain from the socket with its fiber core. Two brass hooks slip and clamp on each end of the shot chain.

Double Service Plug

From *Electrical Merchandising*, March, 1921

A new double-service plug recently placed on the market by the Esler Electric Manufacturing Company, Marion,



Table Centerpiece and Flower Holder

From *Electrical Merchandising*, March, 1921

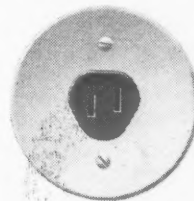
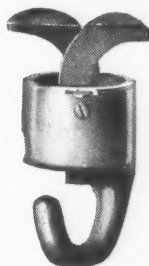
A table centerpiece designed as a flower bowl, with four extending arms holding electric candlesticks, is a new product of the Artistic Lighting Fixture Corporation, 21 East Houston Street, New York City. The bowl and candlestick arms are all of cast metal, and may be had in any of a number of finishes, including Butler and Flemish silver, polychrome and Jap gold. A single switch on the side of the bowl controls all four lights. A tin container is inside of the bowl, to hold water for flowers or plants.



Standardized Finished Outlets for Ceiling and Wall Fixtures

From *Electrical Merchandising*, March, 1921

The Economy Fuse and Manufacturing Company, Greenview Avenue at Diversey Parkway, Chicago, announces its new line of Economy receptacles and plugs for Elexits. These are standardized "electric exits" or outlets, designed to permanently cover any standard outlet box and to receive either ceiling or wall plugs for Elexits or the standardized attachment plug with the parallel blades, as found on most electrical appliances.



The advantage of being able to make a lighting fixture as portable as any other electric appliance is obvious. Ceiling and wall fixtures may be removed during cleaning and redecorating periods, or when rearrangement requires a change of the lighting scheme. Attaching or detaching the fixture is exactly the same process used in attaching or detaching the standard attachment plug of an electrical appliance.

The old conventional canopy used for covering unsightly wiring connections is unnecessary and where a fixture is out of order and removed the face plate of the receptacle furnishes an inconspicuous circular or rectangular flush receptacle.

Electric Coffee Percolator

From *Electrical Merchandising*, March, 1921

A new electric coffee percolator is just being brought out by the Waage Electric Company, 6 Reade Street, New York City, which in shape resembles the ordinary coffee pot, and is of polished aluminum throughout. The handle is of hard wood, black japanned. The percolator is 10 in. high and has a capacity of six cups. It consumes 400 watts.



Motor-Driven Egg Beater

From *Electrical Merchandising*, March, 1921

An egg beater fitted with a small motor is one of the household kitchen appliances developed by Kollins Kitchen Kraft, 501 Monadnock Block, Chicago, Ill. The two essential parts of the device are the mixing blades and the motor. These blades are of the ordinary hand-operated mixer type, are of steel, and measure 5½ in. The motor is attached to the top, and can be easily detached so that the mixer can be separated and washed. A control lever starts, stops and regulates the speed of the paddles to the needs of the batter being mixed. The gear box, or housing, is an aluminum casting which contains a train of four bronze gears.

Weighing only 2½ lb. and operating on alternating and direct current, the beater is said to be adaptable to whipping cream, mixing salad dressings and even light batters, as well as beating eggs.

Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card

the pioneer work of John A. Britton in developing electrical co-operation in the far West. He then described the growth of the electrical league idea in different parts of the world. In California alone the contractor-dealer group has 315 members and about 400 electrical stores exist, ninety of which have been established since the development campaign started. In 1918 the California central stations had sixty outside solicitors; in 1919 thirty were added, and in April, 1920, 200 were employed in this work.

In 1918 1,218 individual advertisements were run in the local press and in 1919 this was increased to 6,337. Typical increases in appliances sold in per cent in 1919 over 1918 were:

	Per cent Increase
Vacuum cleaners	136
Chafing dishes	95
Curling irons	69
Immersion heaters	82
Air heaters	100.9
Radiators	85
Heating pads	64
Percolators	81
Toasters	86
Irons	60, 49 and 36
Washing machines	231
Ironers	146
Fans	20

In closing, the speaker quoted from

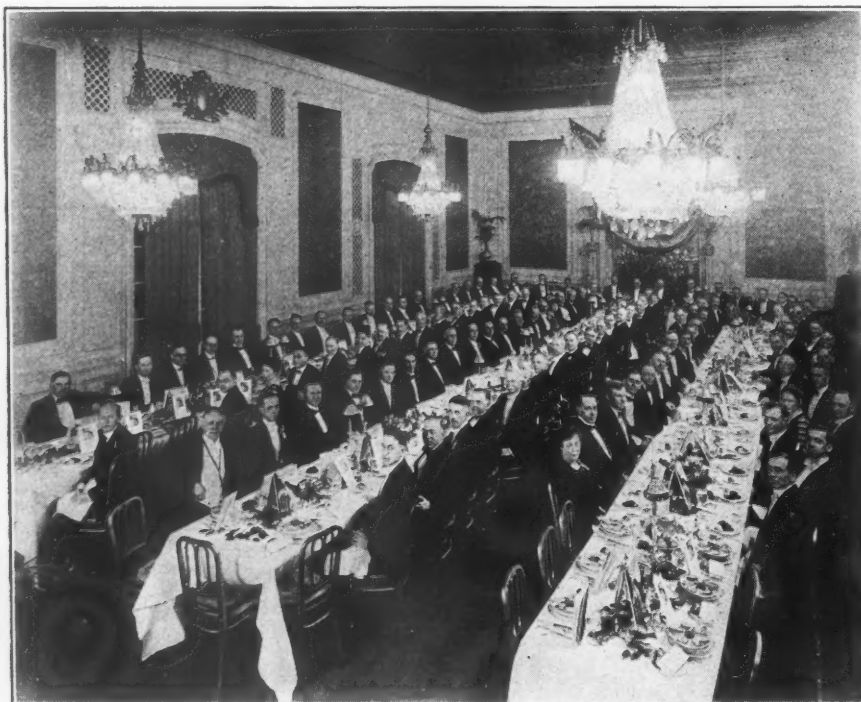
Herbert Spencer's "Data of Ethics," emphasizing the significance of exchange of services beyond agreement as applied to the development of the electrical industry.

Olin W. Hill of the Babson organization emphasized the stability of the business of supplying the public with electrical household devices. Investigations indicate that domestic energy consumption increases at a faster rate than the meter installation rate. The household load offers the central station a yearly use of 4,200 to 4,500 hours compared with the power load usage of say forty-four hours per week, or about 2,280 hours per year. The speaker said that while a large initial cost applies to the marketing of electrical appliances, the market has only begun to be developed, with the possible exception of flatirons and washing machines. The sale of the latter has increased from 3,500 in 1909 to 700,000 in 1920. Even today there is not a washing machine for every six automobiles in the country. In 1920 65,000 electric ranges were sold. With coal at \$16 per ton the electric range competes successfully if a reasonable



R. B. Harvey, who has been manager of the farming section, industrial department, Westinghouse Electric & Manufacturing Company, has resigned to become sales manager of the Litscher-Lite Corporation of Grand Rapids, Mich. Mr. Harvey has been with the Westinghouse Company ever since he graduated from Delaware College in 1912, with the exception of two years spent in the Air Service as second lieutenant.

"Journal of Electricity and Western Industry" Inaugurates Enlarged Editorial Policy



Commemorative of its thirty-fifth year of service to the West, the *Journal of Electricity* was the host at a dinner at the Palace Hotel in San Francisco on Feb. 1, announcing at the same time its change of name to *Journal of Electricity and Western Industry* and its enlarged editorial scope. The dinner was one of the most representative gatherings of its kind ever staged in the West. It was attended by power company officials, bankers, publishers, industrial and business executives, engineers, educators and scientists from various points throughout the country. The speeches brought out the unity of interest between all branches of the electrical industry, and the essential dependence of all modern industry upon electricity.

The speakers at the head table, reading

left to right, C. F. Stern, California State Superintendent of Banks; B. M. Rastall, industrial manager San Francisco Chamber of Commerce; E. O. Edgerton, former chairman California State Railroad Commission, now legal and financial counselor; E. S. Carman, president A. S. M. E.; Robert Sibley, Editor *Journal of Electricity and Western Industry*; John A. Britton, vice-president and general manager Pacific Gas & Electric Company; Franklin T. Griffith, president Portland Railway Light & Power Company; M. M. O'Shaughnessy, city engineer of San Francisco; David P. Barrows, president University of California.

The *Journal of Electricity and Western Industry* is published by the McGraw-Hill Company of California.

cooking rate applies, say in the ratio of \$5 to \$8 per month for the electric and coal range bills respectively.

Mr. Hill urged that larger attention be given to the rendering of genuine service by electrical dealers and central stations. "Do not let your service department be looking for repair graft," he said.

Martin J. Insull, president of the N. E. L. A., called attention to the war service of the central station industry, emphasizing the reluctance with which rates were finally advanced after a long period of rendering service at the expense of accumulated surplus.

In the next five years California alone will require an expansion in hydro-electric plants estimated at \$720,000,000. It is estimated that the electrical industry as a whole will need \$10,000,000,000 for expansion in the next half decade. In New England about \$820,000,000 is invested in central stations and the gross business is about \$180,000,000 per year. It is believed that this can be increased by \$40,000,000 at least in 1921.

George J. Kirkgasser & Company, advertising agency, Chicago, announces that its staff has been increased by the addition of F. C. Smith, formerly connected with the McGraw-Hill Company, Inc., and also of Miss A. A. Buchholtz, formerly office manager of the advertising department of the Cutler-Hammer Manufacturing Company. The Kirkgasser Company is now handling work for the Cutler-Hammer Manufacturing Company, the Pawling & Harnischfeger Company, the Wetmore Reamer Company and Frank D. Chase, Inc., industrial engineers.

Wisconsin State Contractors and Dealers Elect Officers

The Wisconsin State Association of Electrical Contractors and Dealers at its annual convention, recently held in Milwaukee, elected the following officers: B. L. Burdick, Milwaukee, president; W. F. Meter, Oshkosh, vice-president; John L. Acker, Sheboygan, secretary and treasurer; H. M. Northrup, Milwaukee, acting secretary.

Ohio Contractors Hold Annual Meeting

The Ohio State Association of Electrical Contractors and Dealers held its annual meeting on Jan. 18 and 19 at Canton. Claude J. Wall of Akron was elected president, Walter R. Keefer of Cincinnati was re-elected secretary and Fred Work of Cleveland was re-elected treasurer. The executive committee consists of R. J. Vincent, Canton; P. J. McMerny, Cleveland; C. J. Wall, Akron; John Becker, Cincinnati, and O. A. Robbins, Columbus. Dayton was selected as the place for the second quarterly meeting in April.

Elmira Electric Show Puts Pep in Local Business

Seven electrical contractor-dealers and the local central station in Elmira, N. Y., proved to themselves and to the electrical industry as a whole that when orders slow up it's time to roll the old 'bus "Selling" out of the garage, step on the gas and go out after business, by putting on an electrical show, Jan. 22-29.



Was it Edward N. Hurley who said in a recent public address that "the snows of our business depression have all fallen"? If so perhaps it was the smiling Edward Junior who substantiated: "Yep! And you might say they're THORing rapidly!"

In those ten days the exhibitors stirred up immense interest in the idea of doing things electrically. Numerous sales of the larger household appliances were made despite the fact that the local factories were shut down.

F. M. Houston, commercial manager of the Elmira Water, Light & Railway Company believes that the show will stimulate sales for months to come and will do much to help sell the 300 ranges which the Elmira electrical dealers have set as a quota for 1921.

The officers and directors of the Elmira Electrical Association which was

responsible for the show's success, are: S. H. Turner, president; Charles Stempfle, F. M. Houston, John Kelly, George C. Haeslopp, B. E. Martin and Charles Wright.

Associated Electrical Contractors of New York City

The Associated Electrical Contractors, Inc., of New York City, announce the following staff of officers for the new year: A. Lincoln Bush, 906 Sixth Avenue, New York City, president; Harry A. Hanft, vice-president; John W. Flint, treasurer; Howard S. Beidleman, 260 West Eighty-sixth Street, New York City, secretary; Charles J. Christesen, sergeant-at-arms. The board of directors consists of A. Lincoln Bush, Harry A. Hanft, John W. Flint, H. S. Beidleman, C. J. Christesen, Peter McGeedy, H. M. Walter, S. Wetzler and W. E. Chandler. The association meets the second and fourth Wednesdays of the month at 226 West Fifty-eighth Street.

Sales Conference at Newark

The Newark Electrical Supply Company of Newark, N. J., entertained its dealers at a merchandising and sales convention on Feb. 22. Manufacturers' representatives explained the merits of the various appliances and showed how better knowledge on the part of the dealer of the goods he sells helps to speed up sales. In the evening, O. Frederick Rost, general manager, told how better and closer co-operation between his company and its dealers would increase sales and profits in 1921. William L. Goodwin closed the program with an address.

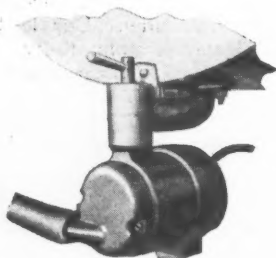
Merchandising Conference of General Electric Company Takes a Ten-Minute Recess for Historical Study at Columbus, Ohio



Between strenuous sessions with local electrical men, the Merchandising Conference of the General Electric Company, now enroute on a long tour, pauses now and then for a bit of relaxation in a brief and well-earned recess as we called it in school days. Here we have the "G-E Flying Circus" rounded up by the camera man as they were leaving the State House at Columbus, Ohio. Reading from left to right, in the front row, are: A. M. Prall, Duplex Lighting Works; D. W. MacCreedy, supply department, General Electric Company, Schenectady; Miss Helen A. Smith, Edison Lamp Works, Harrison, N. J.; J. M. Smith,

Ivanhoe-Regent Works; Guy P. Norton, Duplex Lighting Works; A. D. Page, sales manager, Edison Lamp Works; Mayor Thomas, Columbus, Ohio; M. A. Pixley, president and general manager, the Erner & Hopkins Company, Columbus; Harry Swindell, Ivanhoe Regent Works; in the second row, Kolin Hagar, General Electric Company, Schenectady; A. W. Janowitz, Columbus; "Ringmaster" H. B. Kirkland, Sprague Electric Works; G. E. Parsons, Duplex Lighting Works; V. G. Eastman, sales manager Erner & Hopkins Company, Columbus; in the third row, L. U. Murray, local manager, General Electric Company,

Columbus; Stanley Arthur, Edison Lamp Works; R. E. Harrington, Edison Lamp Works; A. L. Powell, Edison Lamp Works; unknown; W. D. Yates, supply department, General Electric Company, Schenectady; A. M. Busse, Edison Lamp Works; Henry Shalling, Ivanhoe Regent Works; and in the fourth row, H. S. MacWhorter, Electric Vacuum Cleaner Company; T. J. Casey, Hurley Machine Company; unknown; T. J. McManus, advertising manager, Edison Lamp Works; H. H. Russell, Edison Electric Appliance Company; unknown; S. E. Daugherty, Cincinnati, who will supply the four missing names?



Washing Machine Drainer Pump

From *Electrical Merchandising*, March, 1921

A new washing machine pump to remove the water and sediment from washing machines has been developed by Burleigh, Morrison & Gowing, 80 Boylston Street, Boston, Mass., designed to fit any washing machine simply by screwing on to the drain. It is a separate motor-driven unit—not built in the machine in any way. The pump is simple in construction and requires just the removal of two screws for attachment.

Metal Heating Pad

From *Electrical Merchandising*, March, 1921

The Ingersoll Electric Appliance Company, 746 South Wabash Avenue, Chicago, Ill., has placed on the market an all-metal electric heating pad that can be strapped to the body in any desired position. The pad is flexible and has a cord which is detachable at the pad. This enables a person using the pad to move about or leave a room without removing the pad. The pad operates on alternating or direct current. It is so insulated that there is no leakage of current, and no chance for short circuit or shocks. The pad is placed within a flannel cover for protection when applying.

Toy Telephones that Talk

From *Electrical Merchandising*, March, 1921

A special line of toy telephones is being manufactured by the Inland Specialty Company of Chicago and marketed under the trade name of Fourtee Products. This is an inexpensive device which is said to embody all the features of a real telephone. Each set consists of two complete stations, approximately 100 ft. of wire, staples, tape and full instructions for installation. The toy is designed to stand rough usage.

Adjustable Candle Socket

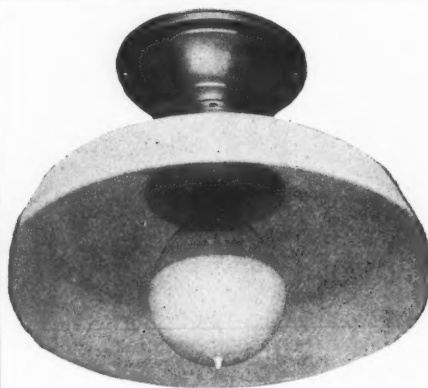
From *Electrical Merchandising*, March, 1921

The Best Electric Company, 476 Broadway, New York City, has placed on the market an extensible candle-type socket said to fit any length of candle tube. The extension gives a total length adjustment of 1½ in. The candle socket is made to fit fiber candles or tubing of 1½ in. diameter or larger. A fiber insulating tube fits around the brass socket and connecting screws. The base of the fixture is made of brass and has a ⅜-in. tap for screwing into an upright support. The insulating parts with the exception of the fiber tube are made of porcelain. The extension arm is made of steel. The shortest length of the socket is 4½ in. and its extreme length is 6½ in. The socket is made for use with lamp bases of standard size.

"Grape Girl" Lamp Base

From *Electrical Merchandising*, March, 1921

A lamp base has been placed on the market by the Art Novelty Production Company, 1375 West Grand Avenue, Chicago, Ill., which portrays a girl carrying grapes. The base is made so that any standard bulb and shade can be used with it to make a complete table lamp. The lamp is 16 in. high and the base is 7 in. square. It is finished in burnished gold or colored porcelain.



Single-Phase Repulsion Motor

From *Electrical Merchandising*, March, 1921

The Allis-Chalmers Manufacturing Company, Milwaukee, Wis., is just placing on the market a new single-phase repulsion motor, Type "SAR." The new motor is of the constant speed type and is designed for simplicity of starting and running and the elimination of a number of small and intricate parts.

Lighting Unit for Bowl-Enameled Lamp

From *Electrical Merchandising*, March, 1921

A new lighting unit for schools, offices, industrial establishments, etc., has recently been developed, designed especially for use with the Type C bowl enameled lamp. This new "Enamelight" unit has a white glass reflector diffuser equipped with an adjustable extension ventilated holder and baffle bushing, and having a white reflecting surface of 166 square inches. The unit is made in one size only (ceiling and pendant types) but functions with the 100, 150 and 200-watt bowl enameled Type C lamps. It fits any standard 2½ open or closed holder.

The unit was designed as "the Ford of lighting units," by the Enamelight Corporation, Broadway Central Building, Detroit, which is marketing it.

Color Filter for Window Lighting Reflectors

From *Electrical Merchandising*, March, 1921

A new color filter for use with its window lighting reflector No. 922 has recently been developed by the Holophane Company, 340 Madison Avenue, New York City. The filter is made in all colors, and slips over the lower edge of the reflector so that it may be easily put on or taken off without the help of tools. The device is designed especially for obtaining unusual color effects in display windows. The reflector itself transmits enough light to illuminate the valance or transparent sign, and when the color filter is placed over the bottom of the reflector, the transparent sign or valance is lighted with white light and the window display is illuminated with colored light.



Agitator-Type Clothes Washer

From *Electrical Merchandising*, March, 1921

The "Easiest Way" washing machine, Model No. 11, made by the Easiest Way Manufacturing Company, Sandusky, Ohio, is designed so that the number of parts has been reduced to a minimum, and they are all interchangeable. The gear drive is of a slow speed, in order to insure quiet running and long life.

A heavy Louisiana cypress tub, with 1½ in. thick staves, is used, and a cross-type agitator is used, which creates a circulation of suds through the center of the tub, due to the movement of the water caused by the centrifugal force exerted by the radial faces of the agitator. It automatically adjusts itself to the amount of clothes in the tub.

The 12-in. swinging wringer can be clamped in any position, and the reversing and quick release levers are within easy reach. The motor has ample power to run the machine and wringer at the same time.

The metal bench is light and with its rounded corners will not catch the clothes of the operator. A folding bench accommodates extra tubs. The natural finish of the tubs is offset by the light gray of the iron work, with a touch of blue on the handles and around all oil holes.



What's new on the market? These pages will tell you. ➡

A New Resistor

From *Electrical Merchandising*, March, 1921

The National Electrical Supply Company, Washington, D. C., is manufacturing a new resistor for heating devices, rheostats, instruments, etc., which it designates as Calorel Ribbon.

This resistor marks a distinct advance in the production of resistances. It is a flexible metal ribbon $\frac{3}{8}$ in. wide and 0.01 to .025 in. thick. Its resistance is from 200,000 to 300,000 ohms per square-mil foot; the 0.01 Calorel Ribbon having a resistance of 6.43 ohms per inch.

It is produced by automatic machinery, from round wire, and can be made special in copper, nichrome, silver, iron, etc. The resulting ribbon has about 750 times the resistance of an ordinary ribbon of metal of the same material and dimensions.

The Calorel Ribbon is absolutely non-inductive and is extremely flexible.

Automobile Signal Lights

From *Electrical Merchandising*, March, 1921

Electric safety signal lamps, in the form of illuminated hands, indicating to the driver behind the direction in which the car is to turn, are being marketed under the name "Turn-O-Stop," by Mitchell & Livingston, Mohawk Building, Fifth Avenue at Twenty-first Street, New York City.

The lamps are fastened to the rear mud guards of the car. When not in use, they are closed compactly. The driver controls the lamp by pressing a small lever which may be attached to the steering post or to any other convenient place near him. At a turn of the lever to the right or left, the right or left signal snaps open, flashes a hand, warning letters, and electric light and emits a buzzing sound. The buzz will last until the signal is turned off. For full stop, the lever is pressed down, both signals then snapping



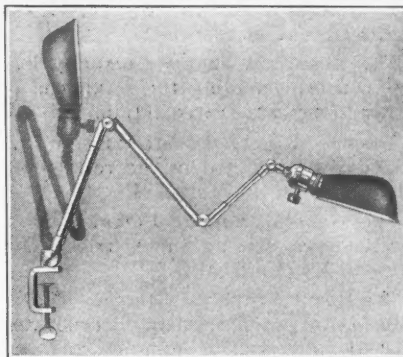
open. The switch key is removable, which makes the signal foolproof, as it is then thoroughly locked.

The outfit includes signal lamps, cable connections, switch key, bolts, etc.

Jointed Flexible-Arm Lamp

From *Electrical Merchandising*, March, 1921

A new flexible-arm lamp that can be bent or twisted to any angle is being brought out, under the trade name "Any-whare," by S. Wetzler, 34 Union Square, New York City. A pear-shaped reflector is supplied with the lamp, and either a table clamp or a wall attachment. The finish is nickel or oxidized. All models can be folded up like a jack knife—a special convenience for travelers. Four models are made. Two models have three joints to the arm, one has two joints and the other is a one-arm bracket.



Semi-Indirect Commercial Lighting Unit

From *Electrical Merchandising*, March, 1921

The "Planetlite" is the name of the new semi-indirect lighting unit designed by the Planetlite Company, Inc., 15 East Fortieth Street, New York City. It is particularly adapted to stores, offices, showrooms, auditoriums and industrial lighting.

The unit is in two parts, the lower bowl and upper reflecting disk. The reflecting disk, made of non-metallic, fire-proof composition, with a white mat surface, is guaranteed against cracking, peeling and discoloration. The unit is made in three sizes, 100 to 500 watt, and is designed to give a soft and powerful light.

Electric Heating Element

From *Electrical Merchandising*, March, 1921

The "Prometheus" electric heat element, which has been manufactured hitherto by the Prometheus Electric Company, 511 West Forty-second Street, New York City, for use in appliances of its own manufacture, is now being offered for incorporation in any other electrically heated appliances—percolators, irons, etc.

These elements contain no resistance wire coils nor resistance ribbon. By a patented process, a film of metal is deposited on mica, which is inclosed in a thin metal case. The current passing over the metallic film produces heat, which is therefore given off by the entire surface of the heating element. The elements are small and compact, lending themselves readily to installation on surfaces of practically any size or shape.

Ceiling Fixture Hanger

From *Electrical Merchandising*, March, 1921

A fixture hanger, designed especially for use in connection with reconstruction work in lath and plaster ceilings has been placed on the market by the Paine Company, 1742 West Van Buren Street, Chicago, Ill. It consists of a $\frac{3}{8}$ -in. stud with two wings attached to it, a lock and a lock nut. To install the hanger, a hole is made in the ceiling through which the wings are inserted when folded upward. As soon as they are through the hole, the wings are locked by a device which operates through the $\frac{3}{8}$ -in. stud. To remove this hanger from the ceiling, it is necessary only to raise the lock by inserting a screwdriver from the bottom of the stud.

Insulating Fixture Hanger

From *Electrical Merchandising*, March, 1921

A new lighting fixture hanger has been placed on the market by the Butler Electric Company, 3531 Cottage Grove Avenue, Chicago, Ill. The device consists of a heavy fiber tube with a brass coupling threaded on one end, to which is attached a steel rod, tubular casing and a terminal or chain pendent. The other end of the fiber section is threaded to another brass coupling of standard pipe size for attachment to a fixture stud. A brass canopy surrounds the center tube and is finished in brush brass.



Automobile Engine Heater

From *Electrical Merchandising*, March, 1921

An electric automobile heater for garage use, the "Calorel," has been placed on the market by the National Electrical Supply Company, 1330 New York Avenue, N. W., Washington, D. C. It heats the engine, the carburetor, water, or oil and grease.

The heater consists of a seamless steel tube, 13 in. long, swaged out at one end to receive a standard motor connector terminal, and flattened down, 11 in. of its length encasing the heating element. It is said to be capable of withstanding 200 per cent overload.

It may be immersed in liquid, oils or grease, or placed against the carburetor, or around gasoline and inflammable materials. Its prime use is in placing it adjacent to the water circulating system of the engine, keeping the water warm and circulating, preventing freezing and facilitating starting. It may be installed permanently or inserted as required. It consumes 140 watts—producing enough heat, the maker says, for any four-cylinder engine in a protected garage.

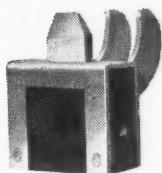
Plugs and Receptacles That Make It Possible to "Hang a Fixture Like a Picture"

From *Electrical Merchandising*, March, 1921

Henry D. Seers, general sales agent for Weber plugs and receptacles, 80 Boylston Street, Boston, Mass., announces Weber plugs and receptacles for Elexits. "The day of the demountable fixture is here," reads the statement, "and the Weber Electric Company is ready. After carefully studying this great new development from every angle the Weber Company announces to

the trade Weber plugs and receptacles for Elexits."

The compact little standard Elexit plug, shown in the accompanying cut, with or without a special hickey, makes practically any type of wall bracket ready to plug into a wall Elexit anywhere, at any time, as occasion may require. Brackets built with a bridge slip over the hook after the plug is inserted in the receptacle. Special hickey adapters are provided for use with all other types of brackets, such as stiff-arm brackets and center knob types, so that they fit the same plug.



File these items on 3 x 5 in. cards every month, to keep your stock index up to date.

New Retail Electrical Stores

Edward E. Sabourin, William D. Sprott and Augustus J. LaPan are the new proprietors of the retail business formerly conducted by A. J. LaPan. The capitalization of the new organization is \$10,000. The business is located at 55 John Street, Hudson Falls, N. Y.

The Wilke Electric Appliance Company, Cleveland, Ohio, has been chartered with a capital of \$5,000 to deal in electrical supplies and appliances. The incorporators are O. H. Wilke, F. M. Martin, A. E. Breuckner, A. M. Laviers and R. C. Carpenter.

Charles Miller has entered the retail end of the industry and opened a shop on Central Avenue, Cheltenham, Pa.

E. H. Wilkins has recently opened a retail shop on Pittsburgh Street, Evans City, Pa.

The Electrical Merchandising Company of Madison, Wis., has opened a branch store at 207 Third Street, Wausau, Wis.

The Thor Electric Company has opened a new retail business in the Oricken Building, Clayton, Mo.

L. M. Parkman has organized a new \$10,000 retail business at Eudora, Ark.

F. H. Williams is conducting a new retail business at Beaver City, Neb.



Frederick the Great was far prouder of a few negligible poems he wrote than of all the battles he won. Lewis Carroll, remembered for his "Alice in Wonderland," himself thought far more of his books on mathematics, now long forgotten. And Clara H. Zillesen, assistant advertising manager of the Philadelphia Electric Company, manager of its cafeteria, buyer of the lamp shades for its electric shop and author of numerous magazine articles on electrical housekeeping (including that on electric dishwashers on page 137 of this issue) is proudest of all of her feat in transforming an \$80 kitchen set into a \$600 hand-painted delft-blue dining room suite! She is also vice-chairman of the News Syndicate and Magazine Writers' Division, N. E. L. A., at whose recent meeting in Cleveland this picture was snapped.

Julius Ritt is a new dealer whose business is located at St. Peter, Minn.

John W. Sloan has entered the electrical industry and has opened a retail shop at Burnside, Ky.

K. F. Mullin is now engaged in the retail end of the industry. His shop is located at Cromwell, Ind.

Warren Wasson has swelled the ranks of the Kentucky dealers by opening a new shop at La Grange, Ky.

The Bowdoin Electric Supply Company will deal in electrical supplies at 199 Bowdoin Street, Boston, Mass. Willis Greene is proprietor.

The Electrical Supply Company is a new concern handling the retail end of the industry at Frazee, Minn.

Messrs. H. A. Lovett and W. J. Boundy are engaged in the retail electrical business at Melvin, Ill.

The General Supply Company is a new concern dealing in electrical supplies at Magnolia, Miss.

The Home Appliance Company, Nashville, Tenn., was recently incorporated to deal in electrical supplies and appliances by J. C. Akers and others. The company has a capital stock of \$25,000.

Frank Robertson has opened a new electric shop at Newport, Ark.

R. F. Doring has gone into the dealer end of the industry and has opened a shop at 117 East King Street, Garrett, Ind.

H. L. Johnston has opened a new retail shop at Delta, Utah.

W. K. Weaver is a new contractor-dealer of Watts, Cal. His shop is located in the Shoaf Building on Rosella Avenue.

W. B. Johnson has opened a retail shop at 406 East Wilson Street, Madison, Wis.

Ernest Dalheim has entered the retail end of the industry and has opened a shop at Minot, N. D.

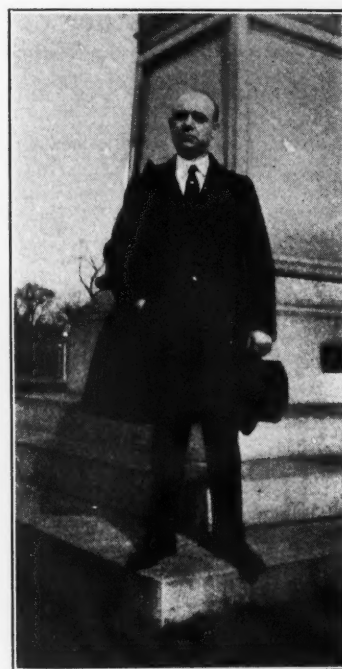
The Electric Household Company is a new retail business recently opened at Anderson, Ind., with quarters in Hunter's Department Store.

B. L. Middleton is a new Cass City, Mich., contractor-dealer.

Horace Thing has opened a shop on Temple Street, Waterville, Me.

E. W. Wells and A. S. Miller are the owners and proprietors of a new retail business located in the Rathmell Building, South Brownsville, Pa.

The Royal Eastern Electrical Supply Company of 114-116 West Twenty-seventh Street, New York City, announces the opening of a new branch at 382 Jackson Avenue, Long Island City, N. Y., where a complete stock of electrical supplies will be carried. In addition to the main office and warehouse, located in New York City, branches are also maintained at 315 Livingston Street, Brooklyn, and 264 Fulton Street, Jamaica.



"The letter 'E,'" observes James E. Gleason, electrical manufacturer and distributor, Chicago, "is the most unfortunate character in the English alphabet because it is always out of Cash, forever in Debt, never out of Danger, and in Hell all the time. But on the other hand, 'E' is never in War and always in Peace. It is the beginning of Existence, the commencement of Ease and the end of Trouble. Without it there would be no meat, no bread, no life, no heaven. It is the center of honesty and it makes love perfect. Without it there would be no electricity, and consequently no electrical equipment or James E. Gleason Company!"

The Ceramic Electric Company of Wellsville, Ohio, has been incorporated by Paul W. Emge, who is also proprietor of the Ohio Valley Electric Company of East Liverpool, Ohio. The new company has a capitalization of \$25,000.

The Electrical Sales Company of Dallas, Tex., has opened a new retail shop at 2023 Main Street.

The Sherman Electric Company is a new \$300,000 concern which will be established at Salem, Ore., to deal in electrical appliances. The incorporators are C. A. Buckley and others.

The Glasgow Electric Company is the name of a new retail business recently opened at Glasgow, Ky., with a capital stock of \$4,000.

The C. C. White Electric Company is a new South Bend, Tex., retail shop.

The Vernon Electrical Company of Vernon, Tex., will open a branch at Plainview, Tex., to deal in electrical appliances. Allen Turner is proprietor of the business.

The Home Electric Company is handling a new retail business at 102 North Sacramento Street, Lodi, Cal.

The A. B. S. Electric Company is a new retail concern located at 3390 West Twenty-fifth Street, Cleveland, Ohio.

The White Bryant Electric Company is the name of a new retail business organized by J. F. White. The shop is located on Main Street, Greenville, S. C.

